

Privacy Policy

Printfection, LLC (“Printfection”, “Company”) is committed to protecting the privacy of individuals (“Visitors”) who visit the Company’s websites (including www.printfection.com and other websites that are affiliated with [printfection.com](http://www.printfection.com) (collectively, the “Websites”), companies or individuals who register to use the services as defined below (“Customers”), and individuals who receive promotional items through our services (“Recipients”), collectively referred to herein as “Users.” This Privacy Policy describes Printfection’s privacy practices in relation to the collection, use and sharing of information about Users of the Company’s Websites and the related applications and services offered by Printfection (collectively, the “Services”), as well as a User’s choices regarding use, access and correction of personal information collected by Printfection as described in this Privacy Policy.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use the Services or visit the Websites. By accessing or using the Services or visiting the Websites, you agree to this Privacy Policy.

This Privacy Policy may change from time to time (see [Changes to this Privacy Policy](#)). Your continued use of the Services or the Websites after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates. If you have any questions about our privacy practices, please contact us as set forth in the [Contacting Printfection](#) section below.

Types of Information Collected

When you interact with us through the Services or the Websites, we may collect Personal Data (as defined below) and other information from you, as further described below.

Personal Data you Provide through the Printfection Services and Websites. We collect Personal Data from you when you voluntarily provide such information, such as when you contact us with inquiries, order items, redeem giveaway codes for items, register for access to the Printfection Services, or use the Printfection Services and Websites. Data collected may include: First Name, Last Name, Email, Birthday, Gender, Location, Address, Company Name, Phone Number, Credit Card Number or other financial information, and other personal information (“Personal Data”).

Automatically Collected Data: When you interact with the Printfection Services and Websites, we and third parties that provide functionality to the Services may engage, receive, collect and store certain types of information through automatic data collection tools including cookies, pixel tags, web beacons, embedded web links and similar technology. Such information, which is collected passively using various technologies, may include but is not limited to your Internet Protocol (IP) address, information about your device, referring/exit pages and URLs and number of clicks. Printfection may store such information itself or such information may be included in databases owned and maintained by Printfection affiliates, agents or service providers. The Printfection Services may use such information and pool it with other information to track, for example, the total number of Users, the number of Visitors to each page of our Websites, and the domain names of our Users’ internet service providers.

In operating the Printfection Services, we may set or access small pieces of data called “cookies”, web beacons or similar technologies on your computer. A cookie is a piece of information that the computer hosting our Printfection Services delivers to your browser when you access the Printfection Services. Our cookies help provide additional functionality to the Printfection Services and help us analyze Website usage more accurately. For instance, the Printfection Services may set a cookie on your browser that allows you to access the Printfection Services without needing to remember and then enter a password more than once during a visit to a given Printfection Service. Most browsers allow you to block and delete cookies. However, if you block cookies, some portions of our Services may not work properly.

Third Party Use of Cookies and Other Tracking Technologies: Some content or applications, including advertisements, on the Websites are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies (alone or in conjunction with web beacons or other tracking technologies) to collect information about you when you use the Websites. The information they collect may be associated with your Personal Data or they may collect information, including Personal Data, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see *Users' Rights* below.

Do Not Track: The Printfection Services do not respond to Do Not Track signals.

Aggregated Data: Data collected may be anonymized on an aggregated non-proprietary information basis and may be used for any purpose including, but not limited, to analyze and track Website usage, determine popularity of certain Services and gain more information about Users' online activity.

Use of Personal Data

Personal Data is mainly used for Printfection's own internal purposes in order to provide the Printfection Services to you, including but not limited to producing and shipping items, processing orders, customer service issues, maintaining and improving the Websites, and providing Printfection marketing materials.

If you provide Personal Data for a certain reason, we may use the Personal Data in connection with the reason for which it was provided. For instance, if you contact us by e-mail, we will use the Personal Data you provide to answer your question or resolve your problem. Also, if you provide Personal Data in order to obtain access to the Printfection Services, we will use your Personal Data to provide you with access to such Services and to monitor your use of such Services. Printfection does not sell or market for a commercial purpose any Personal Data collected through the Printfection Services or Websites.

Printfection may also use Personal Data and other personally non-identifiable information to track and analyze the usage and performance of the Websites and Printfection Services. Printfection uses this information internally to assist in determining changes and/or upgrades to the Websites, whether to add or discontinue specific products or services, and for internal market analysis purposes. Printfection may use this information to contact you in the future to tell you about services or products we believe will be of interest to you or other Printfection Services-related announcements. If we do so, each communication we send you will contain instructions permitting you to “opt-out” of receiving future communications. In addition, if at any time you wish not to receive any future communications or you wish to have your name deleted from our mailing lists, please contact us as indicated below. Printfection reserves the right to send you notifications regarding your account even if you opt-out of all voluntary email notifications (such notifications may include order status, account status, or other non-marketing notifications not covered by the opt-out).

To limit the use and disclosure of your Personal Data, please submit a written request to privacy@printfection.com.

Disclosure of Personal Data

In general, we do not disclose Personal Data to third parties without your prior consent. However, we reserve the right to do so in certain limited situations as identified below:

Agents and Service Providers. In providing the Printfection Services to you, we may at our option use third party service providers. For example, we may use third party vendors to create, store or fulfill the items sold or distributed to you, to host the Printfection Services at a facility for servers, to send out email updates about Printfection Services, or to process payments by you through the Printfection Services. We make all commercially reasonable efforts to make sure that these third party vendors use your Personal Data only to the extent necessary to provide the Services to you. However, we cannot guarantee that a third party vendor will not disclose your Personal Data.

Legal Requirements. Printfection may disclose your Personal Data if required to do so by law, in response to lawful requests by public authorities, including to meet national security or law enforcement requirements, or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend the rights or property of Printfection or our customers, (iii) act in urgent circumstances to protect the personal safety of Users of the Printfection Services or the public, (iv) protect against legal liability or suspected fraud, or (v) investigate, prevent or take action regarding violations of Printfection’s Master Services Agreement, if applicable.

Successors in Interest. We may also disclose your Personal Data to any successor in interest to the Company, including, but not limited to any third party company that may acquire or merge with Printfection. In the event of a merger or sale of all or substantially all of the assets of Printfection, your Personal Data will most likely be part of the transaction.

Disclosure of Non-Personally Identifiable Information. We may disclose any non-personally identifiable

information we collect to our strategic business partners, potential business partners, investors, advisors and customers. This information is usually disclosed in terms of aggregate numbers. Since the information cannot be traced back to you directly, you may not “opt-out” of our use of the information.

Account Deactivation and Deletion

If you no longer desire to use the Printfection Services, you may deactivate your account by sending an email to support@printfection.com. De-activating your account with Printfection may not fully remove the data collected previously as contemplated in this Privacy Policy.

Children

Printfection does not knowingly collect any information from children under the age of 13. If you are under the age of 13, please do not submit any Personal Data through the Printfection Services. We will delete any information that we learn came from or pertains to a child under the age of 13. Children between the ages of 13 and 18 may use our Websites and Services only under a parent or legal guardian’s supervision. If you are a parent or legal guardian of a child between the ages of 13 and 18 and you do not want your child’s Personal Data in our records, or do not wish the child to receive communications from us, please contact us and we will delete that information from our databases.

Security of Personal Data

Printfection employs commercially reasonable technology and systems (including encryption and secure socket layer technology (SSL)) to protect your Personal Data from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. We use other physical, electronic, and procedural safeguards to protect the security and confidentiality of the information collected and to prevent unauthorized access to or disclosure of your information.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your Personal Data, we cannot guarantee the security of your Personal Data transmitted to the Websites and the Services. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Websites or the Services.

Compliance with the Data Privacy Framework

Printfection complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. Printfection has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of Personal Data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and

Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. Printfection has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of Personal Data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this Data Privacy Framework Notice and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

Printfection is responsible for the processing of Personal Data it receives under the DPF and subsequently transfers to a third party acting as an agent on its behalf. Printfection complies with the DPF Principles for all onward transfers of Personal Data from the EU, UK, and Switzerland, including the onward transfer liability provisions.

Printfection's accountability for Personal Data that it receives in the United States under the DPF and subsequently transfers to a third party is described in the DPF Principles. In particular, Printfection remains responsible and liable under the DPF Principles if third-party agents that it engages to process Personal Data on its behalf do so in a manner inconsistent with the Principles, unless Printfection proves that it is not responsible for the event giving rise to the damage.

Pursuant to the DPF, EU, UK, and Swiss individuals have the right to obtain our confirmation of whether we maintain Personal Data relating to you in the United States. Upon request, we will provide you with access to the Personal Data that we hold about you. You may also correct, amend, or delete the Personal Data we hold about you. An individual who seeks access to, or who seeks to correct, amend, or delete inaccurate Personal Data transferred to the United States under the DPF, should direct their query to privacy@printfection.com. If requested to remove Personal Data, we will respond within a reasonable timeframe.

In compliance with the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, Printfection commits to refer unresolved complaints concerning our handling of Personal Data received in reliance on the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF to the Better Business Bureau's BBB NATIONAL PROGRAMS, an alternative dispute resolution provider based in the United States. If you do not receive timely acknowledgment of your DPF Principles-related complaint from us, or if we have not addressed your DPF Principles-related complaint to your satisfaction, please visit www.bbbprograms.org/dpf-complaints for more information and to file a complaint. The services of the BBB NATIONAL PROGRAMS are provided at no cost to you.

The Federal Trade Commission has jurisdiction over Printfection's compliance with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF).

For complaints regarding DPF compliance not resolved by any of the other DPF mechanisms, you have the possibility, under certain conditions, to invoke binding arbitration. Further information can be found at <https://www.dataprivacyframework.gov/s/article/ANNEX-I-introduction-dpf>.

State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding use of their personal

information. California's "Shine the Light" law (Cal. Civ. Code § 1798.83) permits Users that are residents of California to request certain information regarding our disclosures of Personal Data to third parties for such third parties' direct marketing purposes. To make such a request, please send an email to privacy@printfection.com.

European Privacy Rights

If you are a resident of the European Union or the United Kingdom, you are entitled to certain information and have certain rights under, respectively, the General Data Protection Regulation (Regulation (EU) 2016/679) (the "EU GDPR") and the Data Protection, Privacy and Electronic Communications (Amendments etc.) (EU Exit) Regulations 2019 (the "UK GDPR") (collectively, the "GDPR"). Those rights include:

- The right of access to your information.
- The right to rectify your information if it is incorrect or incomplete.
- The right to have your information erased ("right to be forgotten") if certain grounds are met.
- The right to withdraw your consent to our processing of your information at any time (if our processing is based on consent).
- The right to object to our processing of your information (if processing is based on legitimate interests).
- The right to object to our processing of your information for direct marketing purposes.
- The right to receive your information from us in a structured, commonly used and machine-readable format, and the right to transmit your information to another controller without hindrance from us (data portability).

If you are located in the European Union or the United Kingdom and you are or have been a user of the Services, we may send you marketing communications based on our legitimate interests, subject always to your right to opt out of such communications. Further, if you are located in the European Union or the United Kingdom, we will never share your information with a third party for such third party's marketing purposes, unless you have specifically consented to us doing so.

You may contact us at privacy@printfection.com to exercise any of the above rights. We may request specific information from you to confirm your identity, and in some circumstances, we may charge a reasonable fee for access to your information.

Furthermore, if you believe that our processing of your Personal Data is inconsistent with your data protection rights under the GDPR and we have not adequately addressed your concerns, you have the right to lodge a complaint with the data protection supervisory authority of your country.

Users Outside the United States

Printfection is a U.S.-based company. If you are a non-U.S. resident and provide us with your Personal Data,

you acknowledge and agree that your Personal Data may be transferred to and processed in the United States, where the laws regarding processing of Personal Data may be less stringent than the laws in your country. By providing your information, you consent to such transfer and processing.

Changes to this Privacy Policy

Printfection reserves the right to make changes to this Privacy Policy in its sole discretion from time to time without prior notice. If the changes are significant, we will, in our sole discretion, post a notice on the homepage of our Websites or notify you at the email address we have on file for your account and provide you with an opportunity to opt-out of your continued use of our Services. Printfection strives to provide notifications to Users in a timely manner, it is not responsible for lost or late notifications regarding this Privacy Policy. Please review this policy periodically, and especially before you provide any Personal Data. This Privacy Policy was last updated on the date indicated above. Your continued use of the Printfection Services after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy.

Users' Rights

You have the right to access the Personal Data in our possession that we maintain about you and to correct, change or delete your Personal Data if it is not accurate, is outdated or has been processed in violation of this Privacy Policy. You also have the right to object to the disclosure of your information to third parties as described in this Privacy Policy, except for disclosures made to agents and service providers, as well as to the use of your Personal Data for a purpose that is materially different from the purposes for which it was originally collected or subsequently authorized by you. If requested to remove data, we will respond within a reasonable timeframe.

If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by visiting the Digital Advertising Alliance at optout.aboutads.info or the Network Advertising Initiative at optout.networkadvertising.org.

Contacting Printfection

If you have any questions about this Privacy Policy or the information practices of Printfection, please contact us.

You may contact us at privacy@printfection.com or by regular mail addressed to:

Printfection LLC
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McLean, VA 22102