

## What Personal Data We Collect

When you request a quote, make a purchase, we collect the following types of Personal Data:

This includes:

- Account Information such as your name, email address, and password
- Payment Information such as your billing address, phone number, credit card, debit card or other payment method
- Financial Information including credit card numbers
- Purchase Information specifically if personalized or unique
- Mobile device specific identifiers such as make and model, IMEI and phone number
- Location Data

When you use our products and/or features, we collect the following types of Personal Data:

- Account Information such as your name, email address, and password
- Payment Information such as your billing address, phone number, credit card, debit card or other payment method
- Financial Information including credit card numbers
- Purchase Information specifically if personalized or unique
- Mobile device specific identifiers such as make and model, IMEI and phone number
- Location Data
- Feedback, such as customer support or product reviews
- Social Media Information
- Product information, such as serial number, product registration, licensing information

We also collect the following Sensitive Personal Data. When collecting this data, we will ensure to get your explicit consent:

## How We Collect Your Personal Data

We collect Personal Data from the following sources:

From You. You may give us your Account Information, Payment Information, Financial Information, Demographic Data, Purchase Information, Content, Feedback, Product Information, by filling in forms, using our products or services, entering information online or by corresponding with us by post, phone, email or otherwise. This includes Personal Data you provide, for example, when you:

- Create an account or purchase products on our website;
- Use our products or services;
- Create content through our products or services;
- Express interest in our products or services;
- Downloading software and/or our mobile application;
- Subscribe to our newsletter;
- Complete a voluntary market research survey;

- Contact us with an inquiry or to report a problem (by phone, email, social media, or messaging service);
- When you log in to our website via social media;

Automated technologies or interactions: As you interact with our website, we may automatically collect the following types of data (all as described above): Device Data about your equipment, Usage Data about your browsing actions and patterns, and Contact Data. We collect this data by using cookies, server logs and other similar technologies. Please see our Cookie section (below) for further details.

If you provide us, or our service providers, with any Personal Data relating to other individuals, you represent that you have the authority to do so and acknowledge that it will be used in accordance with this Policy. If you believe that your Personal Data has been provided to us improperly, or to otherwise exercise your rights relating to your Personal Data, please contact us by using the information set out in the “Contact us” section below.

## Device and Usage Data

When you visit the holodetect.com website, we automatically collect and store information about your visit using browser cookies (files which are sent by us to your computer), or similar technology. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. The Help Feature on most browsers will provide information on how to accept cookies, disable cookies or to notify you when receiving a new cookie. If you do not accept cookies, you may not be able to use some features of our Service and we recommend that you leave them turned on.

Our website may contain links to other websites, applications and services maintained by third parties. The information practices of such other services, or of social media networks that host our branded social media pages, are governed by third parties’ privacy statements, which you should review to better understand those third parties’ privacy practices.

## Purpose and Legal Basis for the Processing of Personal Data

We collect and use your Personal Data with your consent to provide, maintain, and develop our products and services and understand how to improve them.

These purposes include:

- To deliver your product or service
- To fulfill orders including electronic and non-electronic shipment
- Building a Safe and Secure Environment
- To verify or authenticate your identity; and
- Investigate and prevent security incidents such as breaches, attacks and hacks
- Providing, Developing, and Improving our Products and Services
- Deliver, maintain, debug and improve our products and services.
- Enable you to access Holodetec services and set up accounts.
- Provide you with technical and customer support
- Organize and Deliver Advertising and Marketing

- Send you newsletters and other marketing communications about current and future products, programs and services, events, competitions, surveys and promotions held by us or hosted on our behalf; and
- Organize events or register attendees and schedule meetings for events.
- For research and development
- To communicate with you about the Products and Services

Where we process your Personal Data to provide a product or service, we do so because it is necessary to perform contractual obligations. All of the above processing is necessary in our legitimate interests to provide products and services and to maintain our relationship with you and to protect our business for example against fraud. Consent will be required to initiate services with you. New consent will be required if any changes are made to the type of data collected. Within our contract, if you fail to provide consent, some services may not be available to you.

## International Data Transfer and Storage

Where possible, we store and process data on servers within the general geographical region where you reside (note: this may not be within the country in which you reside). Your Personal Data may also be transferred to, and maintained on, servers residing outside of your state, province, country or other governmental jurisdiction where the data laws may differ from those in your jurisdiction. We will take appropriate steps to ensure that your Personal Data is treated securely and in accordance with this Policy as well as applicable data protection law. Data may be kept in other countries that are considered adequate under your laws. More information about these clauses can be found here: <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A32021D0914>

## Sharing and Disclosure

We will share your Personal Data with third parties only in the ways set out in this Policy or set out at the point when the Personal Data is collected.

We also use Google Analytics to help us understand how our customers use the site. You can read more about how Google uses your Personal Data here:

<https://www.google.com/intl/en/policies/privacy/>

You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout?hl=en>

## Legal Requirement

We may use or disclose your Personal Data in order to comply with a legal obligation, in connection with a request from a public or government authority, or in connection with court or tribunal proceedings, to prevent loss of life or injury, or to protect our rights or property. Where possible and practical to do so, we will tell you in advance of such disclosure.

## Service Providers and Other Third Parties

We may use a third party service provider, independent contractors, agencies, or consultants to deliver and help us improve our products and services. We may share your Personal Data with

marketing agencies, database service providers, backup and disaster recovery service providers, email service providers and others but only to maintain and improve our products and services. For further information on the recipients of your Personal Data, please contact us by using the information in the “Contacting us” section below.