



## KAYWA PRIVACY STATEMENT

### **What information does Kaywa collect?**

Kaywa collects anonymous data from QR reader apps for the reporting features of our QR MGMT, e.g. information such as the date and time, the information scanned and scan location as well as device type and operating system. For the QR Codes they created, the above data is available to our paying customers.

### **Website**

We collect information from you when you register on our site, use our services, place an order, respond to a survey, fill out a form or subscribe to our service information sent by email.

When ordering or registering on our site, as appropriate, you may be asked to enter your: name, email, address, phone number or credit card information and the date of birth.

You may, however, visit our site anonymously.

### **Kaywa QR Reader apps**

Next to the aforementioned under QR reader apps, you agree that we may collect technical data and related information, including technical information about your device, system and application software that is gathered to facilitate the provision of software updates, product support and other services related to Kaywa's reader apps. We may use this information to improve our products or to provide services or technologies to you. If you use our apps being logged in, your username and age will also be collected.

### **Third parties we currently work with**

We use Google Analytics. Google, as a third party vendor, uses cookies to serve ads. Google's use of the DART cookie enables it to serve ads to our users based on their visit to our sites and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

To sign up and log in, you can use Facebook and Google+. Be aware that the convenience also results in letting both companies know about you. As an alternative you can use our email and password registration.

Maxmind (maxmind.com) and Udger (udger.com) are used to resolve IP addresses and user agents, but no other information is involved.

Intercom (intercom.com), our chat service, also uses cookies. See more information about Intercom here: <https://docs.intercom.com/pricing-privacy-and-terms/data-protection/how-intercom-prepared-for-gdpr>

Our payment service providers are Paypal (paypal.com) and Stripe (stripe.com). We are using Amazon Web Services (US) as hosting provider.

### **What does Kaywa use your information for?**

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs)
- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you)
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- To process your transactions

Your information, whether public or private, will NOT be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

The email address you provide for order processing may be used to send you information and updates pertaining to your order. We do not send out emails regularly (we hate SPAM as much as you do), but you could receive occasional company news, updates, related product or service information.

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

### **How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, access your personal information.

We offer the use of a secure server. All supplied sensitive/credit card information is transmitted via Secure Socket Layer (SSL) encryption technology and then handled by our two payment service providers (Stripe and Paypal). At Kaywa only those authorized with special access rights have access to your data and are required to keep the information confidential.

Your most private information (credit cards, social security numbers, financials, etc.) is never stored on our servers.

#### **Do we use cookies?**

Yes. We use cookies to help us remember and process the items in your shopping cart, understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors.

These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

Note: Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.

#### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties (all listed above) who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or the rights of others, property or safety.

#### **Third party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies and we encourage you to carefully review them. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

#### **The General Data Protection Regulation**

The EU General Data Security Protection Regulation (GDPR), which becomes enforceable on May 25th, 2018 and protects the most basic right of privacy for European citizens.

The Regulation applies to all companies that process personal data about individuals in the European Union. The goal of the GDPR is to strengthen the security and protection of the personal data, which was, until now, protected by the EU Data Protection Directive (Directive 95/46/EC).

Kaywa supports the GDPR and all our services will comply within its legal boundaries.

If you are a citizen of the country in the European Union, you are entitled to data protection rights below:

- You can access and update your personal information
- You can request deletion of your personal information, as a part of the right-to-be-forgotten
- You can request to receive your personal information in a readable format
- You can object to the processing of your personal information and inform us to restrict or request portability of your personal data.
- You can complain to the data protection authority about the data we collect.

You can exercise these rights by emailing to [support@kaywa.com](mailto:support@kaywa.com) .

### **California Online Privacy Protection Act Compliance**

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

As part of the California Online Privacy Protection Act, all users of our site may make any changes to their information at anytime by logging into their control panel and going to the 'Profile' or 'Account' page.

### **Your Consent**

By using our site, you consent to this Privacy Policy.

### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page, so please review it frequently.

This policy was last modified on May 25, 2018.

### **Contacting Us**

If you have any question in relation to this privacy statement, please send a mail to [support@kaywa.com](mailto:support@kaywa.com)

For immediate help in a serious case of urgency, please call us at:

+41 43 818 29 40