



## **KAYWA PRIVACY STATEMENT**

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

Kaywa collects anonymous data from its reader apps for the reporting features of our QR MGMT, e.g. information that you have provided to us, or that we have obtained from your use of our products and services (such as the date, time and download or scan location).

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

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 date of birth. You may, however, visit our site anonymously.

**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.

Google, as a third party vendor, uses cookies to serve ads on our site. 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.

### **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 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.

- To send periodic emails

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 regularly emails, but you could receive occasional company news, updates, related product or service information, etc.

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, or access your personal information.

We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be 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, keep track of advertisements 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 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 others rights, property, or safety. However, non- personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **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. 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.

### **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. This policy was last modified on june 27, 2012.

### **Contacting Us**

To help our clients, KAYWA created a web based support. You can find it at <http://support.kaywa.com>. You need a Kaywa ID to use it which you can open at <http://id.kaywa.com>.

For more general questions, you can send an email to [support@kaywa.com](mailto:support@kaywa.com). Outside of business hours or for serious problems, please call us at:

Europe +41 43 818 29 40 or +41 78 607 75 06

USA +1 415 374 0701