

# ediFabric Privacy Policy

**LAST UPDATED: 18TH JANUARY 2017**

This Policy may be amended from time to time. The respective latest version of the policy at the point of time of the purchase of an ediFabric Software Product (whichever occurs later) shall apply.

In this Privacy Policy, we describe the type of data, including personal data (collectively, “data”), that we collect from you when you use our Website (listed under ediFabric WebSite) and certain ediFabric products and services as described in this Privacy Policy (collectively, our “services”) and how we use and disclose that data. The following definitions will be used throughout this Privacy Policy.

## Definitions

**ediFabric Software Product:** Any software product written by ediFabric and licensed under ediFabric EULA, EXCLUDING software that can be used by ediFabric software products but is not created by ediFabric. This may include, but not be limited to, code that extends the functionality of an ediFabric software product (e.g., a “plugin.”). Any such code is governed by its own terms and conditions and privacy policy.

**ediFabric Downloadable Software Product:** Any ediFabric Software Product that can be downloaded on a machine.

**ediFabric Website:** Any website that is the property of ediFabric, including but not limited to everything hosted under the top-level domains *edifabric.com*.

## Why We Collect Data

We collect data for various reasons, such as:

- To provide you with software, services or information. We may collect data that identifies you as an individual or company, which is required to provide you with the software, support, and services that you have requested. To receive the software, support and services, you explicitly fill in the data, whether you purchase a ediFabric Downloadable Software Product, use our support forums, register for a webinar, participate in a survey, and/or subscribe to receive marketing and/or technical information and content. We may

use third-party service providers to assist us in provisioning our services to you or in our operations. For example, we may use third party service providers to send emails.

- To check for license validation and updates.
- To promote and market our products. We may use feedback that you provide voluntarily on our products or services. As permitted by applicable law, we may use this in the form of quotes or in other ways in accordance with the ediFabric Terms of Use. We also may use data that we collect and aggregate to assist us in determining appropriate marketing and advertising for our products and services. In doing so, we may share aggregate data with third parties to assist us with these efforts. We also may use third party service providers to assist us with our email marketing; in that case, the third party service provider will have access to your email address, your name, and other information necessary to engage in the marketing.
- To provide technical support. We may need to ask you for data to process your support request, especially if it requires accessing your account or other data that you already have provided to us. We may have to access and/or request a failure code, which may contain personal data of the user who reported the failure. You hereby expressly consent to the collection and storage of this data.
- As required by law. We may use and disclose your personal data where required by law, such as in response to a court order, valid subpoena, or other legal process.
- To protect our rights and interests and the rights and interests of other users. We may use and disclose your personal data where we believe, in our sole judgment, that it is appropriate to do so to protect our rights and interests and the rights and interests of other users of ediFabric Software Products or services, or where we believe there has been a violation of this privacy policy that could affect the interests of ediFabric or its customers.
- Business Transfers. If we are acquired by or merged with another entity, if substantially all of our assets are transferred to another entity, or as part of a bankruptcy proceeding, or other business transfer, we may transfer the information we have collected from or about you to the other entity.
- Third Party Service Providers. We use third party service providers as discussed in this section.

## What We Collect

What we collect depends largely on the interaction that takes place between you and ediFabric, most of which can be categorized under the following:

### ***PURCHASING EDIFABRIC SOFTWARE PRODUCTS***

When you purchase an ediFabric Downloadable Software Product we collect information to process your payment. This information includes name, email address, physical address, telephone number, and company name where applicable. We retain the last four digits of your credit card to allow you to identify the card used for future purchases. We use a third-party service provider to process your credit card transactions. These third parties are governed by

their own agreements, which can be found on [sendowl.com](https://sendowl.com) under the section [Terms and Conditions](#).

### ***SIGNING UP FOR WEBINARS, NEWSLETTERS AND/OR MARKETING MATERIAL***

When you sign up for webinars, newsletters and/or other marketing materials, we collect information about you. This includes personal details such as name, email address, company name and possibly other information relevant to the offerings, such as technology interests.

### ***USER GENERATED CONTENT***

Our products and services often give you the option to provide feedback, such as suggestions, compliments or problems encountered. We invite you to provide such feedback as well as to participate with comments on our blogs and discussion forums. If you choose to post a comment, your user name, city, and any other information that you choose to post will be visible to the public. We are not responsible for the privacy of any information that you choose to post to our website, including in our blogs, or for the accuracy of any information contained in those postings. Any information that you disclose becomes public information. We cannot prevent such information from being used in a manner that may violate this Policy, the law or your personal privacy.

## **Data retention, withdrawal of approval, access to data**

If at any time you choose to cease using ediFabric Software Products, you may ask for your data to be removed from our servers by writing to [office@edifabric.com](mailto:office@edifabric.com). We may retain your information if it is required to comply with legal obligations and/or defense in case of violation of our Terms of Service and/or Privacy Policies. We may also have copies of your information in backups made for security purposes, but these backups will not be accessible as separately delineated information. Please note, however, that you must retain a copy of all data that you have placed on our servers in the case of any loss; further, if you cease using our software and/or services, we will not be responsible for retention of any of your data.

Your approval of the collection and storage of information during the process of technical support can be withdrawn at any time by writing to [office@edifabric.com](mailto:office@edifabric.com).

As permitted by applicable law, EU residents may request a copy of the information that we hold about them. To do so, please contact: [office@edifabric.com](mailto:office@edifabric.com). We may charge a fee in accordance with applicable law for this service.

## **Changes to this Policy**

This Privacy Policy is current as of the Effective Date set forth above. We may change this Privacy Policy from time to time, so please be sure to check back periodically. We will post any changes to this Privacy Policy on our website. If we make any changes to this Privacy Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our website.

## Reaching out

If you have any questions or concerns, or you feel that this Privacy Policy has been violated in any way, please let us know immediately by contacting [office@edifabric.com](mailto:office@edifabric.com).