



# SensMax Privacy Policy

We have created this privacy statement in order to demonstrate easy-to-understand information regarding our data practices. You will understand what we collect, why we collect it and what we do with it. This policy applies to all SensMax brands, websites, apps, products, services or technologies (we will collectively refer to these as “Services”).

## Information Collection

At an Account Level, we collect and use information necessary to enable you to purchase and manage Services, provide you with support for those Services and to curate your experience with us.

- **Basic Information.**

**Information Collected.** We uses forms in which you give us contact information (such as your name, address, phone number, fax number, billing information, IP address and email address) so you can create an account, place orders, request information.

**Legal Requirement.** This type of information is required to be able to purchase and use Services. For example, we are required to be able to verify this type of information upon request by our payment processor. It is also required to be able to serve legal notices to you and is mandated by certain Services we offer. Consent for the collection, use and retention of this information for these purposes is considered to be contractually given for the duration of your use of such Service and any legally required retention period.

- **How We Use This Information.**

**Sending Emails. Legally Required.** As noted above, we use emails to communicate with you, to confirm your placed orders.

**Sending Emails: Service Communications & Promotional Communications.** We also may use this information when it is important for us to contact you regarding functionality changes to Services. By creating an account with us and/or purchasing our Services, you agree to receive these types of communication. We also use this information to share details about new services and special offers we think you'll find valuable (“Promotional Communications”.) You are able to opt-out of receiving Promotional Communications.

**Legally Required Disclosure.** We will never share your information without your permission or in ways other than as outlined in this policy. The only exceptions to this are when we are required by law, in the good faith belief that such action is necessary in order to comply with the law, or when we must comply with a legal process.

**Changes in Our Practices.** If we change our information-handling practices or other privacy aspects, we will post those changes on this privacy statement. If we make any material changes we will notify you by means of a notice on this site prior to the change becoming effective, and we may also try to notify you through email of the privacy changes, if necessary.

- **Retention & Deletion of Account Information.**

When your SensMax account is cancelled all of your personally identifiable information is completely deleted exception is personal information required for invoices and sending emails. You can request full deleting of your personal information except in order to resolve disputes, enforce our agreements and/or as required by laws or regulations.



## Information Collection: Site Usage

- **Device Information.** We collect information from your devices (computers, mobile phones, tablets, etc.), such as IP address, cookie information, so that we may recognize your devices to provide you with legal notices (if required by your country of residence), support services (when you contact our support staff) and personalized experiences on our site and emails.
- **Information from Others.** We are dedicated to continually improving your experience on our website. Like many companies, we use third-parties to help us track browsing, identify technical issues and provide ways to enhance your overall experience. Several of the tools that we use and what they do are:
  - **Log Files:** We use information gathered about you from our site statistics via log files provided by third-party tracking partners (for example, your IP address) to help diagnose problems with our server and to administer our website. We also gather broad demographic information from this data to help us improve our site and make your browsing and purchasing experiences more enjoyable. This is not linked to any personally identifiable information.
  - **Cookies:** Our site uses cookies to keep track of your session information. We do link the information we store in cookies to personally identifiable information you submit while on our site.

We use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your internet browser's "help" file.

We also use cookies to store your username if you request to have your username remembered during login. That information will be used to pre-fill the login form at a later time. If you are referred to our website through an ad or a partner, we will store the referral information in the cookies.

The use of cookies by our partners, affiliates, tracking utility company and service providers is not covered by our privacy statement. We do not have access or control over these cookies. Our tracking utility company uses session ID cookies to help us improve our site and make your browsing and purchasing experiences more enjoyable.

- **Third-Party Product Offerings & Websites:** Our site also contains links to other third-party websites, especially where we offer their products or services. SensMax ([www.sensmax.eu](http://www.sensmax.eu)) is not responsible for the privacy practices or the content of such websites. We encourage you to carefully read the privacy statement of any website you visit.

## Site Security

Our site has security measures in place to protect the loss, misuse and alteration of the information under our control. We use 128-bit SSL security to encrypt any transmissions when you provide credit card information, personal data, etc. No method of electronic storage or transmission over the internet is 100% secure, however. Therefore, we cannot guarantee its absolute security.



## Protecting Children's Privacy

Our Services are for a general audience. We do not knowingly collect, use, or share information that could reasonably be used to identify children under age 18 without prior parental consent or consistent with applicable law.

## Data Processing and Transfers

When you use or interact with any of our Services, you consent to the data processing, sharing, transferring and uses of your information as outlined in this Privacy Policy. Regardless of the country where you reside, you acknowledge that you are directly transferring your data to us in our servers. In addition, you authorize us to transfer, process, store and use your information in countries other than your own in accordance with this Privacy Policy and to provide you with Services. Some of these countries may not have the same data protection safeguards as the country where you reside. By using our Services, you consent to us transferring information about you to these countries.

## Changes

We may update this Privacy Policy from time to time, so you should check it periodically.