

# 1. Privacy Policy

This Privacy Notice explains how we process the personal data (as defined in the GDPR) that we collect from our customers and prospective customers when they contact us, purchase Soliton Systems' services and products, attend our events, subscribe to our newsletters, or use our website (solitonsystems.com, the "Website"), apps, platforms and services governed by this Privacy Notice (collectively, our "Services").

Soliton Systems is the data controller of your personal data, that is, the entity that determines the 'purposes and means' of the processing of the personal data processed about you, or, in other words, the uses for which Soliton Systems processes your personal data and the manner in which it is done. In the Privacy Notice, "Soliton Systems" shall mean Soliton Systems Europe N.V. and Soliton Systems K.K. (to the extent that Soliton Systems K.K. processes personal data of EEA residents) and is referred to in this notice as "we", "us", "our" or "Soliton Systems".

## 1. When this Privacy Notice applies

This Privacy Policy applies when we process your personal data as a data controller, including the following:

- Completing a form on our Website.
- Enquiring about Soliton products and/or services, whether on- or offline.
- Taking part in research, for example a survey.
- Using our service or marketing portal.
- Attending one of our events.
- Our marketing of goods and services we think may be of interest to you and your or your employer's business.

This Privacy Policy does not apply to personal data processed by us as a data processor or as an employer.

## 2. Personal Data we collect and what we use it for

We collect personal data in the following circumstances:

- When you have expressed interest in a product or service we offer: We will collect your business contact details. For example, if you approach us online, attend our stall at an event and/or call us about a potential service or product, we will make a note of your details so that we may follow up on your query as well as offering other products and services that may be of interest to you or your employer's business.
- Upon registering for a Service we offer: You will be asked for several personal details that are necessary to create a service portal account and offer you our Services. Some of these fields are marked as compulsory. If you do not provide us with information which is marked as compulsory, we may be unable to provide all or part of the Services to you.
- When you use our Services: We may collect and process personal data regarding your use of such Services to provide you or your employer with and improve our services and products and to fulfil our obligations to you or your employer.
- When we research our market and find potential buyers: To make sure we are reaching the appropriate business audiences, we may from time to time purchase marketing lists and other databases providing contact details. These may contain your name, business email address and business phone number. However, we do not buy marketing lists which contain your private, outside-of-work contact details.
- To improve your user experience and the overall quality of our Services: Knowing your basic personal details lets us personalize any communications we send to you. For example, we collect your role information to ensure we provide marketing messages which are relevant to your role in your or your employer's business.
- To provide support for Soliton products and services. Customers, or prospective customers, may submit support requests regarding the following topics over the phone, by email or via the website of Soliton or through the service desk:
  - questions regarding the configuration
  - questions regarding the general functionality
  - reporting of technical problems

- questions regarding change requests
- other technical inquiries

## **2.1. To Provide Online Accounts**

This is personal data you give us when setting up an online account (for example, our service desk) which personally identifies you rather than your or your employer's business, such as your name, position within your business, business email address or telephone number. There are several reasons we need this information:

- To verify your identity and assist with the identification of users: For example, your email address may act as your username to sign into your online account and access Soliton Service Desk.
- To send important notices: For example, we ask for your email address so that we can send you a confirmation of your orders or service updates. We will also send you communications about purchases or changes to our terms, conditions, and policies.

## **2.2. Responding to customer queries**

Your personal details will be processed to respond to queries and assist with the identification of users. For example, your contact information will be collected when you submit a form may then be used as an identifier in future. Whenever you fill in a form on our website, we may store relevant identity data so that we can trace the history of your query and deal with it more efficiently.

## **2.3. Events management**

We collect your personal data to register you for an event, webinar or seminar which you have expressed interest in and provide you with the relevant materials for that event: For example, and depending on the kind of event involved, we collect your name, telephone number (please supply your business telephone number only, dietary requirements and any other information necessary to enable you to get the most out of your experience.

## **2.4. To learn about your activities**

### **2.4.1. Browsing Behavior, Device Information and Interaction**

We sometimes record details of your actions (for example, repeated site visits,

interactions, keywords, online content production) when you access and use our Services so that we can build a customer 'picture' over time.

We may combine behavioral information (such as your browsing activity) with your personal details, but we will not store any personal details related to fields left blank by you during your sign-up process.

We capture information about your Operating System and Internet Browser when you visit our website or use our Services, including information that is automatically logged when you use our Services (for example, requested information, timestamp, IP address, and, where applicable and necessary, various network infrastructure and server identifiers).

We will process your behavioral, device and interactions information for the following purposes:

- To provide, maintain, protect and improve products and Services, and to develop new ones:
  - For example, information about how you browse our websites or search for products can be used for data analysis and research, to deliver better user journeys, provide more relevant search results or structure the way the information is shown in our Services.
  - To improve your user experience and the overall quality of our Services:
- Your activity such as the pages you visit or the items you view teaches us what you find important and most interesting to you on our Services so that we can tailor your experience around what matters to you most.
- Device and platform identifiers let us know which device you are using to access our Services in order to customize and optimize them to your device and improve your overall user experience.

Subject to the requirements of applicable law, to provide you with marketing communications, for example, more relevant content and offers, and latest news about products and events which we think will be of interest to you and your or your employer's business:

- For example, following a link to a tutorial from a marketing email, or following Soliton on Facebook or Twitter.
- Understanding how and where you interact with Soliton means we can provide you with more personalized and helpful information through your preferred communication channels.

To protect our other users and Soliton:

- We can monitor unusual or suspicious activities on Soliton services, such as automated abuse, so that we can address it quickly and inform you about potentially fraudulent activities affecting your account.
- We might also use your personal data for internal auditing, in order to comply with applicable legal requirements.

#### **2.4.2. Product Details, Product Usage and Service & Support History**

This is information about your Soliton products or solutions (such as services provided, software applications, product model, serial number and purchase date), of how Soliton products or solutions are set up and used (e.g. user set-up and preferences, installation and integration or other settings) and our Services, as well as details on your customer or managed Service, Licenses held, Warranty and Repairs interactions with Soliton.

Some of the information under this category does not qualify as personal data, but we will apply any necessary safeguards to ensure as well the privacy of this information. We will process this data for the following purposes:

- To provide you with more useful information, more relevant content and offers, and latest news about our products, solutions, services and events: For example, personalized and helpful information, such as expert hints and tips, learning resources, software updates, installation or user guides, or details about relevant training courses.
- To help solve any issues you might have with Soliton products and Services:
- We require your product information so that we can troubleshoot your queries more effectively, providing you with information which is specific to your Soliton product.

- Understanding your Operating System (OS) allows us to troubleshoot your query more effectively, for example, by providing you with information about relevant driver downloads.
- We will use this information to evaluate whether your Soliton product is eligible for warranty coverage.

The support requests received, and the personal data transmitted by customers, or prospective customers, will be stored in an internal ticket system of Soliton Systems and will be used for the purpose of documenting and processing the support request, as well as for the purpose of contacting the respective client/prospective client in order to provide relevant feedback.

Upon the creation of a ticket in the ticket system of Soliton Systems, the system will send an automatic email to the email address from which the notification was sent. That response includes, inter alia, a link through which the customer, or prospective customer, can look at the created ticket.

Employees of Soliton, the partner of Soliton in charge of the customer, as well as the email addresses stated upon the creation of a ticket (data subject who created the ticket, as well as "cc" addressees (if any) entered by the data subject), can access a support ticket. The administration of the tickets is logically separated and sorted by organization, so that a partner of Soliton may only access tickets of the clients supported by the partner.

## **2.5. For fulfilment purposes**

In order to support your or your employer's business and perform our contract for the Services with you, we may need to collect personal data to arrange repairs, fulfil orders and perform services. We will need to arrange appointments to do so, and therefore need to get the contact details of someone at your or your employer's business. Examples include:

- when you log a call to arrange a repair or service;
- when you fill in a form, we send you about one of our products, including online versions;
- provision of managed services information such as reporting, usage and utilization;

- when we detect issues with your Soliton software or hardware which we need to talk to you about;

When we have to perform technical operations on your IT infrastructure, we may have access to personal data held by your organization. Where we use third parties for our fulfillment activities, we make sure to choose trusted partners who have the same values that we do.

Depending on your role, we may need to use your information to contact you regarding service availability or changes to those services.

## **2.6. To find new customers**

To offer our products and services to others who may be interested in them, we sometimes obtain your contact details from our partners in the industry, as well as professional bodies who provide this information to businesses. When we obtain contact details this way, we ensure that your contact details are not part of any national opt-out service.

## **2.7. Purchase Information**

We keep records about goods and services you or your employer buy through Soliton. These help us to provide, maintain, protect and improve products and services, and to develop new ones. We also send important notices, such as communications about purchases or changes to our terms, conditions, and policies.

## **2.8. Cookies and other technologies**

Cookies and similar technologies (e.g. web beacons) are small pieces of information used to store technical and/or personal details, identify users of a service and enable certain functionalities. To learn more about the cookies used by our Services and how to reject them, please visit the Cookie Policy applicable to each of the Services, which can be accessed through the homepage of our website.

Our Cookie Policy is on the privacy policy page.

## **2.9. Legal and regulatory requirements and other business purposes**

We sometimes need to process your personal data to comply with applicable laws and regulations, for example where we have an obligation to report suspected fraud.

There may also be other business-related purposes for processing your information, including negotiating, concluding and performing contracts, managing accounts and records, supporting corporate social responsibility activities, legal, regulatory and internal investigations.

### **3. Legal Basis for using your personal data**

Soliton will only process your personal data where we have a legal basis to do so.

The legal basis will depend on which of the above purposes for which we have collected and use your personal data. In almost every case the legal basis will be one of the following:

- **The legitimate business interests of Soliton:** where it is necessary for Soliton to understand our customers, promote our goods, products and Services and operate effectively as a multinational IT service provider and manufacturer of imaging, photography products, information and document management products, solutions and Services. For more information see section 3.1 below.
- **Performance of a contract with your business:** where you have ordered, or requested products or Services from us, and we need to use your contact details in order to process your order and deliver the products or Services.
- **Compliance with law:** where Soliton is subject to a legal obligation and needs to use your personal information in order to comply with that obligation.
- **Consent:** for example, where you have provided information to us voluntarily in order to enter a competition. You can withdraw your consent at any time by contacting us (please see Clause 11 below).

#### **3.1 Our Legitimate Interests**

Soliton's legitimate interests include where it is necessary for Soliton to understand our customers in sufficient detail so we can create and publicize



new products and Services and offer our customers a better experience. For example:

- We perform analytics on this legal basis as they are necessary to provide you with a tailored experience and so that we can improve, maintain and manage our products and Services in a way which meets your expectations as a customer;
- We need to use your information so that we can better support your organization and maintain the products and services which you use;
- We use lead and campaign management technology to help us analyze how our customers interact with us and ultimately provide more relevant and interesting content to you;
- Like most businesses, where permissible we market new products and services which we think you may be interested in these, always offering you the option to unsubscribe.

#### **4. How we share your personal data**

##### **4.1. Within Soliton**

We restrict access to personal data to people within our group of companies who have a “need to know” such personal data. For example, we may pass personal data we collect about you to our local sales businesses or local service centers in order to provide our Services where you are located.

##### **4.2. Outside Soliton, to our partners and third parties**

Except as described in this notice or where you have provided your consent, the personal data processed when you use our Services will not be shared with or disclosed to other individuals or businesses, for their own use. We may disclose your personal data to the following third parties, amongst others, for the purposes described here:

Vendors or other subcontractors with whom we have a business relationship and who provide products and services to us so that we can provide our Services to you (such as warehousing and delivery, maintenance and servicing partners, software development, website hosting and management);

Payment processing companies, credit reference agencies and anti-fraud screening service providers in order to process payments and (where necessary) to carry out fraud-screening;

With our professional and legal advisers for the purposes of obtaining commercial, financial or legal advice;

In exceptional circumstances, personal data may be shared with third parties, such as the police and regulatory authorities, to protect our rights, property, or the safety of our customers, staff and assets;

We may also disclose your personal data if it is necessary to comply with a legal obligation in any jurisdiction, including where that obligation arises as a result of a voluntary act or decision by us (e.g. our decision to operate in a country or a related decision).

## **5. How we protect your information**

Your personal data is held on secure servers and is not processed for any purposes other than those set out in this Privacy Notice. The servers Soliton uses to store this information are accessible to authorized staff only and Soliton ensures that adequate security measures are in place.

Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us of the problem by contacting us at the contact details below.

We use vendors and service providers based around the world. Consequently, your personal data may be processed in countries outside of the country where you live, including if you live in Europe, and such countries may include some where you may have fewer legal rights in respect of your personal data than you do under local law. If we transfer personal data outside of the EEA to a country that provides a lower standard of legal protection for your personal data, we will ensure that your privacy rights are protected by appropriate safeguards, in particular through the use of the EU's standard contractual clauses. Please contact us (please see Clause 11 below) if you would like to

obtain a copy of those clauses and/or more information about these safeguards.

## **6. Marketing communications**

Soliton may use your personal data for marketing purposes and to inform you about other products and services, which Soliton thinks might be of interest for you and your business. You can specify whether you wish to receive such information by ticking the appropriate box in our forms, or by telling us your preference where we interact in person.

You will be able to opt out from receiving such information at any time from the relevant preference centre or by unsubscribing using a link/mechanism provided in all applicable communications. If you unsubscribe from marketing, please note we may still contact you with service messages from time to time (for example, to confirm an order you have made or to confirm delivery details).

## **7. How to exercise your rights**

In certain jurisdictions you have the right to access, correct, update, restrict, receive a machine-readable copy of your personal data or delete your data as well as any other right applicable in your jurisdiction. You can request to exercise these rights by , clicking on the link provided in our communication emails, or accessing the relevant section of the Soliton website or by contacting directly to our European DPO on [DPO@solitonsystems.com](mailto:DPO@solitonsystems.com).

We will delete your personal data once it is no longer necessary for the purposes for which it was originally collected.

You also have the right to object to your personal data being used for certain purposes, including to send you marketing. See '**Marketing Communications**' above, for more details of how to opt-out of marketing.

We will comply with any requests to exercise your rights in accordance with applicable law. Please be aware, however, that there are a number of limitations to these rights, and there may be circumstances where we are not able to comply with your request. To make any requests regarding your

personal data, or if you have any questions or concerns regarding your personal data, you should contact us using the details below. You are also entitled to raise your concerns with your local data protection authority.

In addition, in the event you consider that your rights have not been complied with, you may file a complaint before the competent supervisory authority. The competent supervisory authorities are listed on the following website:

[https://edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://edpb.europa.eu/about-edpb/about-edpb/members_en)

## **8. Retention of your personal data**

Soliton will keep your personal data for as long as we need it for the purposes set out in section 2 of this Privacy Notice and in accordance with any retention periods required by applicable laws and during the relevant statutes of limitations. This term should typically not exceed 6 years in most jurisdictions. For example, where you have made a purchase with us, we will keep a record of your purchase for the period necessary for invoicing, tax and warranty purposes. We may also keep a record of correspondence with you (for example if you have made a complaint about a product or our Services) for as long as is necessary to protect us from a legal claim. Where we no longer have a need to keep your personal data, we will delete it. Please note that where you unsubscribe from our marketing communications, we will keep a record of your communication data to ensure we do not market to you in future.

Soliton will not delete your personal data where it refers to an active relationship or a product or service explicitly requested by you (for example, a recent purchase made at Soliton).

## **9. Your commitments**

You guarantee the quality of the data provided in our Services. All personal data you send to Soliton must be real, accurate and kept up to date. You take full responsibility that your data is accurate, updated and that it complies with this principle.

## **10. Changes to this Privacy Notice**

We will update our Privacy Notice from time to time to ensure you are promptly informed of Soliton's data processing activities. We will not engage in any processing operations that might put at risk your personal data and will gather your explicit consent where necessary to safeguard your right to privacy. We will keep you updated on any changes to this Privacy Notice through the Services. We will also use any of the communication methods provided by you to inform you on important changes to this Privacy Notice. If you continue using our Services after having been unequivocally informed on the updated Privacy Notice, you agree to be bound by the updated terms.

## **11. Contacting Soliton**

Please contact directly to our European DPO on [DPO@solitonsystems.com](mailto:DPO@solitonsystems.com) with any questions or comments about this Privacy Notice.

In accordance with the requirements of article 27 of the GDPR, Soliton Systems Europe N.V. has been appointed by Soliton Systems K.K. as its representative within the European Union.

### **Soliton Systems Europe N.V.**

Barbara Strozilaan 364, 1083 HN Amsterdam, The Netherlands

### **Soliton Systems K.K.**

2-4-3-Shinjuku, Shinjuku – ku, Tokyo 160-0022 Japan

We hope that Soliton will be able to resolve any concerns you may have. However, if you are still not satisfied, you may raise your concerns with your local data protection authority.

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