

## **Privacy statement**

### **Introduction**

This privacy statement applies to the processing of personal data by Additive Industries b.v., with its registered office at Achtseweg Zuid 155, 5651 GW Eindhoven, with registration number 56692579, hereinafter referred to as "we / our". In case you visit our website, and possible leave contact details, we will process your personal data. In this statement we explain why and how we process your personal data and how you can exercise control over such processing.

### **What do we do?**

Additive Industries is accelerating industrial additive manufacturing of high quality, functional, metal parts by offering a modular, end-to-end laser powder bed fusion system, MetalFAB1 system, and seamlessly integrated information platform, Additive World Platform, to high end and demanding industrial markets.

### **Which personal data do we process?**

We use our website to provide you with information on our products and services and to communicate with you. As we would like to know who is interested in our products and services, we are able to automatically obtain information about how you interact on our website and allow us to remember any preferences. Such information can indirectly tell us something about you as a person and is therefore addressed as 'personal data' which we process. It is done by storing cookies on your computer. When you first enter our website, you will be shown a cookiebanner in which you are able to accept or reject the storing of certain cookies.

We also process your personal data when you register yourself for e-mailings or request for quotation and leave contact details. The concrete personal data that we possible process:

- Name, address, place of residence
- Phone number
- Email address, opt-in for e-mailings
- Male/Female
- Company, Function
- Contact history
- Interests
- Surfing behavior
- IP address, social ID, cookie ID
- If you receive e-mails from us, we register your interactions (open and click behavior)

We do not (automatically) process special personal data such as race, political or sexual preference, criminal data, religion, union membership or biometric/genetic or medical background.

### **Why do we process such personal data?**

Our goal is to deliver products and / or services to you, so first of all we use your personal data to communicate and identify. This means that we use this data to know who interested parties are, to have you create an account or add your name to our e-mail listing, or to contact you in case you have a question about the product or service we provide and we must call or e-mail you back. Second, we will use your personal data when we have entered into a commercial relationship in order to execute our rights and obligations we have towards you.

Finally, we will use your personal data for marketing purposes when this is justified under the relevant circumstances. For example; we may reach out to you about a new product line, enhancements or new services that you may be interested in.

We use your personal data for our own benefit, and will not provide your details to any third party unless this is agreed upon and has a justified ground.

**Newsletters**

We may send you newsletters by e-mail about the products and services that you already purchased. In case we want to approach you about other products or services, or if you are not a current customer, we shall first request your permission to do so. Providing this permission is always subject to your right to withdraw. We will provide you with such right by using an "opt-out" possibility at the bottom of each newsletter. Your e-mail address will then be put on a separate list so that we know that you do not want to be contacted by e-mail.

**Mandatory processing**

When we ask you for personal data, we will state per situation whether the provision of the data is necessary or mandatory and what the (possible) consequences are if the data are not provided. The starting point is always that we will not process more personal data than necessary for the purposes described above.

**Exchange with third parties**

We never provide, sell, rent or lease your personal data to third parties, unless we are legally obliged to provide data or if you have given permission for this. We engage service providers for the execution of our services. These are not "third party recipients" but "processors". These processors do not use the data for their own purposes and only process the personal data in accordance with our instructions.

The processors we use are:

Hubspot	Sending out mailings, invitations
Google Analytics	Analysing data
Microsoft Dynamics	CRM system
Webs	Online marketing partner
Lameco	Server hosting

**Data within the EEA**

Your personal data may be processed by us or by the service providers we work with outside the EEA. Currently this happens in the following countries: United States, Singapore, United Kingdom. We have agreed separate security measures for these countries so that we can be sure that the personal data is also safe here.

**Automated decision making and profiling**

We do not use automated decision-making and / or profiling.

**Retention period**

We do not store personal data longer than is necessary for one of the purposes we have described. By law, the retention periods may vary, but you can assume that after 2 years after the last contact

between us, we will delete all personal data that we no longer need to process. We can opt for anonymization instead of deletion if this is necessary for our statistics, for example.

### **Security of personal data**

We have taken appropriate technical and organizational measures to protect personal data against loss or any other form of unlawful processing, including:

- Our website and software has an SSL certificate that guarantees visitors and users that (personal) data is sent via browsers via HTTPS, so that information is encrypted and secured. SSL (Secure Sockets Layer) is also used for online transactions (with credit cards).
- We have taken extensive measures to cover the procedure in the event of a data breach. But more importantly; various technical and organizational measures have been taken to prevent data leaks.
- We furthermore comply with ISO standard 7001.

### **Rights you can exercise**

If we process personal data about you, you have the right to control this as part of your privacy. For example, you can request to view which personal data we have stored about you and we can rectify this for you if you notice an error. We can even grant your request for objection if it appears that the processing is no longer or justified in the way we do.

Whatever your request, contact us and we will help you free of charge. For this you can contact us via the contact details below. Please note that sometimes we cannot comply with your request because the processing of personal data is necessary by us. For example, if we have not yet fully completed an agreement, or if we need to know whether you opted-out for an e-mail listing. In any case we will explain this to you. In the event of withdrawing consent or objecting to direct marketing, we will always grant this request.

Finally, we would like to make it clear to you that we have an obligation to identify the person making the request and that we can therefore request further information.

### **Amendments**

We reserve the right to amend this statement from time to time. Any changes will be made on this page. The most recent changes date from August 2020. If we need to process your personal data for new purposes that have not yet been made known to you, we will contact you before using your personal data for these new purposes, to inform you of the changes to the protection of personal data and to offer you the opportunity to refuse.

### **Contact details**

If you have any questions about this privacy statement, we would like to get a chance to solve this first. Please contact us using the details below. You are also able to file a complaint with the local authority Autoriteit Persoonsgegevens.

Additive Industries B.V.  
Achtseweg Zuid 155  
5651 GW Eindhoven  
The Netherlands

T. 31 (0)40 21 80 660

F. 31 (0)40 21 80 661

[team@additiveindustries.com](mailto:team@additiveindustries.com)