

## Summary

QA Graphics is a custom graphics company for the building automation, interaction, and multimedia platforms. Our website is provided primarily as information about our services offered. While we collect some information from users through their use of the site (such as web browser, page counts, and errors), no personally-identifiable information is collected except what users voluntarily submit (such as contact forms, registrations, or email sign-ups). You can use the site anonymously simply by browsing it. Purchases of services that are made are processed off-site using secure, third-party payment systems, such as PayPal. No financial information is received or stored by QA Graphics when users make a purchase. All financial information is received directly by the payment processing system. For more information, please contact us at 515-965-3403 or [sales@qagraphics.com](mailto:sales@qagraphics.com).

## Privacy Policy

This Privacy Policy governs the manner in which QA Graphics collects, uses, maintains and discloses information collected from users (each, a "User") of the [www.qagraphics.com](http://www.qagraphics.com) or [www.qag3d.com](http://www.qag3d.com) websites ("Site"). This privacy policy applies to all Sites, products and services offered by QA Graphics.

## What we collect

In this Privacy Policy, the term "personal information" refers to the types of information we may collect and use. We may collect personal identification information from Users in a variety of ways, including, but not limited to:

- When Users visit our site;
- Contact details, such as your full name, e-mail address, and telephone number when submitted;
- Comments, feedback, posts, surveys and other content submitted;
- Interests and communication preferences including marketing permissions where appropriate;
- Order placement information;
- Subscribe to a newsletter/email;
- Features or resources we make available on our Site.

## Automatic Information

We automatically receive information from your web browser or mobile device. This information may include the name of the website from which you entered our website, your Internet service provider's name, your web browser type, the type of mobile device, your computer operating system, and data about your browsing activity when using our website. We use all this information to analyze trends among our users to help improve our website.

Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to personally supply identification information, except that it may prevent them from engaging in certain Site-related activities.

## Third party websites

Users may find content on our Site that links to the sites and services of our partners or other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy

policies and customer service policies. Browsing and interaction on any other website, including a website that links to our Site, is subject to that website's own terms and policies. We recommend reviewing the privacy policy of each website to understand how personal data is used.

The presence of links to these websites do not imply an endorsement or validation of their content. We are not responsible for their privacy practices, nor do we accept liability in connection with the content on their sites.

We do, however, engage third party companies and individuals to perform services on our behalf. The types of services and providers may include:

- Analytics services (Google Analytics, SpyFu, Wordstream, or Others)
  - SPAM protection Google reCAPTCHA
- Remarketing tools (Google, Facebook, LinkedIn)
- Advertising networks (Google, Facebook, Twitter, YouTube, or Bing)
  - Social buttons and or widgets
- Data management services (Salesforce)
- Communication services (GoToMeeting)
- Content commenting (Websites or Social Platforms)
- Displaying content from external platforms (Google Fonts and Typekit)
- Interaction with online survey platforms (SurveyMonkey)

These third parties have access to your information so that they may perform these tasks on our behalf and they are prohibited by us from using or disclosing your information for any purpose other than to provide this assistance, except to the extent required by law. We may permit our service providers to use aggregate information which does not identify you or de-identified data for other purposes.

#### **Children's personal data**

Our services and products are directed to academics and business professionals. They are not intended for children under the age of 18 and we do not knowingly collect personal data from this age group.

#### **Use of credit cards**

To purchase a service, you will have to provide a credit card. Financial or payment information is processed by secure off-site third-party payment systems, and QA Graphics never sees, receives, or stores credit card or bank account numbers. This is our efforts to make sure your credit card number is kept strictly confidential by using only third-party billing services that use industry-standard encryption technology to protect your credit card number from unauthorized use. However, you understand and agree that we are in no way responsible for any misuse of your credit card number.

#### **Non-personal identification information**

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about User's means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

### Web browser cookies

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

### How we use collected information

QA Graphics may collect and use User's personal information for the following purposes:

- - *To respond to User requests*  
Information you provide helps us respond to your requests and support you effectively.
- - *To personalize user experience*  
We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site. Including: Identifying the areas of our website that you have visited, targeted advertising and serving ads relevant to your interests, and remarketing our products or services to you.
- - *To share on social platforms*  
Allowing you to post comments on our site or social media platforms. This includes allowing you to share our content to your social media.
- - *To improve our Site*  
We may use feedback you provide to improve our products and services. Using website analytics,
- - *To process payments*  
We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service. Note that any payment information provided online, including bank account or credit card numbers, is provided directly to third-party payment processing systems on their secure websites and is not received or stored by QA Graphics on its Site.
- - *To send periodic emails*  
We may use the email address to send User information and updates pertaining to their service order. It may also be used to respond to their inquiries, questions, and/or other requests. You may receive emails that may include organization news, updates, related service information, affiliate marketing, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions with each email at the bottom. Technical methods are also used in HTML e-mails sent to visitors, for purposes including: to determine whether visitors have opened or forwarded e-mails and/or clicked on links in those e-mails or to determine whether a visitor has made an enquiry or a purchase in response to a particular e-mail.

### **Quality Control**

We may monitor or record any of your telephone conversations, emails, or chats with us for quality control purposes, for purposes of training our employees, and for our own protection.

### **How we protect your information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of personal information. We make use of HTTPS (HTTP Secure) whereby the communication protocol is encrypted via Transport Layer Security for secure communication over a computer network. The website is loaded via HTTPS, represented by the lock icon in your web browser, which ensures the transmission is secure and is demonstrated by a certificate issued by an official security certificate authority to us.

### **Sharing your personal information**

We do not sell, trade, or rent User's personal identification information to others. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out emails or surveys. We may share your information with these third parties for those limited purposes.

### **How long information is kept**

We will only retain your personal information for as long as is necessary and as permitted by applicable laws. We will retain your personal information while we are using it, as described above, and may continue to retain it after these uses have ended where we have a legitimate business purpose. For example, if you have opted out of marketing communications from us, we will retain limited details about you to ensure we can honor your opt-out request. We may also continue to retain your personal information to meet our legal requirements or to defend or exercise our legal rights. After we no longer need to retain your personal information, it will be deleted or securely destroyed.

### **Data protection**

If you are a visitor from the European Economic Area (EEA), our legal basis for processing your personal data will depend on the personal data concerned and the specific context in which we collect it. QA Graphics collects and uses personal information. The lawful bases we use for this activity in Europe, as required under European data protection laws, are:

- Where it is necessary for entering into or performing a contract with you
- Where we have a legitimate interest to do so, provided your rights do not override these interests
- Where you have consented to its use
- Where our colleagues believe it is in your vital interests to share your personal details, for example with emergency services
- Where required to comply with our legal obligation

EU data protection laws give individuals a number of rights, where their data and information is collected and used by companies that are active and operating in Europe. Under the General Data Protection Regulation, these are:

- The right to confirmation whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold. This is known as subject access request;

- The right to have inaccurate data rectified;
- The right to have your data erased. This does not however apply where it is necessary for us to continue to use the data for a lawful reason;
- The right to request the restriction or suppression of their personal data, such as, we will stop using the data, but we may continue storing it)
- The right to obtain your personal data that you have provided to us, on the basis of consent or performance of a contract, and where technically feasible, transmitted in a common electronic format to you or directly to another company.
- The right to object to the use of your data. Specifically, you have the right to object to our use for marketing and in relation to automated decision making, including profiling where there may be legal or similarly significant effects.

There are exceptions to the rights above. Where you make a request to us as part of these rights, we will always try to respond to your satisfaction, although there may be situations where we are unable to do so.

#### **Changes to this privacy policy**

QA Graphics has the discretion to update this privacy policy at any time. When we do, we will post a notification on the main page of our Site and revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

#### **Questions about our privacy policy**

If you have any questions about our privacy policy, please contact us at 515-965-3403 or [sales@qagraphics.com](mailto:sales@qagraphics.com).