



Gross Automation Privacy Policy June 4, 2018

This privacy notice provides you with details of how Gross Automation collects and processes your personal data through your use of our websites. By providing us with your data, you warrant to us that you are over 13 years of age.

The Information We Collect

Personal data means any information capable of identifying an individual. It does not include anonymized data.

We may process the following categories of personal data about you.

- Communication Data that includes any communication that you send to us whether that be through the contact form on our website, through email, text, social media messaging, social media posting or any other communication that you send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defense of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.
- Customer Data that includes data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address email address, phone number, contact details, purchase details and your card details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.
- User Data that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain backups of our website and/or databases and to enable publication and administration of our website, other online services, and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business.
- Technical Data that includes data about your use of our website and online services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website. The source of this data is from our analytics tracking system. We process this data to analyze your use of our



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website and other online services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.

- Marketing Data that includes data about your preferences in receiving marketing from us and our third parties and your communication preferences. We process this data to enable you to partake in our promotions such as competitions, prize draws and free giveaways, to deliver relevant website content and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is our legitimate interests which in this case are to study how customers use our products/services, to develop them, to grow our business and to decide our marketing strategy.
- We may use Customer Data, User Data, Technical Data and Marketing Data to deliver relevant website content and advertisements to you (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the advertising we serve you. Our lawful ground for this processing is legitimate interests which are to grow our business. We may also use such data to send other marketing communications to you. Our lawful ground for this processing is either consent or legitimate interests (namely to grow our business).

Sensitive Data

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offenses.

How We Collect Personal Data

We may collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails). We may automatically collect certain data from you as you use our website by using cookies and similar technologies.

We may receive data from third parties such as analytics providers such as Google, advertising networks such as Facebook, search information providers such as Google, providers of technical, payment and delivery services, such as data brokers or aggregators. We may also receive data from publicly available sources.



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The Legal Bases for Our Collection and Use of Personal Data

There are several legal bases for our collection and processing of personal data:

- For our legitimate interests, including the several uses listed above;
- To perform a contract;
- Based on consent; and
- Legal compliance.

How We Use Personal Data

We may use the information you provide about yourself to fulfill your requests for products, programs, and services offered by us or one of our advertisers, to respond to your inquiries about our offerings, and to offer you other products, programs or services that we believe may be of interest to you.

We sometimes use this information to communicate with you, such as when we provide you with a quote, to fulfill a request by you for an online newsletter, or to contact you about your account with us.

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our site and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze site usage, as well as to offer you products, programs, or services.

How We Share Personal Data

We may have to share your personal data with the parties set out below:

- Our OEM partners.
- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors, and insurers.
- Government bodies that require us to report processing activities.
- Law Enforcement agencies.
- Fraud Prevention agencies.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.
- Sponsors or advertisers of our websites, e-newsletters, webinars, publications or other content.
- Exhibitors at Gross Automation events.
- Cloud service providers.
- Service providers who perform functions such as marketing, research, etc.

We also may share personal data in the event of a merger or asset sale/purchase transaction, and as required by law.



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We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

We may on occasion combine information we receive online with outside records to enhance our ability to market to you those products or services that may be of interest to you. However, you will always have an option to opt-out of these uses.

Finally, Gross Automation will not use or transfer personally identifiable information provided to us in ways unrelated to the ones described above without also providing you with an opportunity to opt out of these unrelated uses.

Opting Out

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing us at marketing@grossautomation.com.

If you opt out of receiving marketing communications, this opt-out does not apply to personal data provided as a result of other transactions such as purchases, quotes, etc.

Cookies

To enhance your experience with our sites, some of our web pages may use "cookies." Cookies are text files we place in your computer's browser to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us by, for example, registering at one of our sites. However, once you choose to furnish the site with personally identifiable information, this information may be linked to the data stored in the cookie.

We use cookies to understand site usage and to improve the content and offerings on our sites. For example, we may use cookies to personalize your experience at our web pages (e.g., to recognize you by name when you return to our site), save your password in password-protected areas, and enable you to use shopping carts on our sites. We also may use cookies to offer you products, programs, or services.

If you disable cookies you may have problems accessing content, making purchases or leveraging other functionality of the site.

Most web browsers provide a "Settings" or "Tools" tab to control cookies. Please refer to your specific browser documentation to locate and control this browser feature.



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Collection of Information by Third-Party Sites, Ad Servers, and Sponsors

Some of our sites contain links to other sites whose information practices may be different than ours. Visitors should consult the other sites' privacy notices as we have no control over information that is submitted to, or collected by, these third parties.

Gross Automation's websites may use cookies, web beacons, clear .gifs or similar technologies to help present advertisements and to help measure and research the advertisements' effectiveness.

Where We Store Personal Data

Personal data we collect is stored and processed in the United States. In the event personal data is transferred to another country, we will do so because there is a legal reason, such as in order to perform a contract, or to achieve a legitimate interest of ours.

How Long We Retain Personal Data

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, the potential risk of harm from unauthorized use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes, the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for up to seven years after they stop being customers.

In some circumstances, we may anonymize your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Our Commitment to Security

We have put in place appropriate physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect online.

Agents, representatives and contractors of Gross Automation who have access to personally identifiable information are required to protect this information in a manner that is consistent with this Privacy Notice by, for example, not using the information for any purpose other than to carry out the services they are performing for Gross Automation.



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Although we take appropriate measures to safeguard against unauthorized disclosures of information, we cannot assure you that personally identifiable information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Notice.

How to Contact Us

If you have any questions or concerns about Gross Automation's privacy policy or its implementation, you may contact using the online contact form.

Individual Rights Regarding Personal Data for European Union Citizens

Under data protection laws (GDPR) you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to the portability of data and (where the lawful ground of processing is consent) to withdraw consent.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

If you are an EU resident and are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

Updates & Effective Date

From time to time, we may update this privacy notice. We will notify you about material changes in the way we treat personally identifiable information by placing a notice on our website. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it, and to whom we disclose it.

The Privacy Notice posted on this site was updated on or about May 25, 2018.