## GDPR-Compliant Privacy Policy

**INTRODUCTION**

Thank you for your interest in laser products from Laser Brain (“company”, “we”, “us”, or “our”). We are committed to protecting your personal information and your right to privacy, as we would want for ourselves. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at sales@laser-brain.com.

When you visit our website [www.laser-brain.com] (“Site”) and use our services, you trust us with some of your personal information. In this privacy notice, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our site and our services.

This privacy policy applies to all information collected through our websites (such as www.laser-brain.com or our Facebook, LinkedIn pages, YouTube channel, Twitter, any other related social media sites, application or apps, and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as the “Sites”).

Please read this privacy policy carefully as it will help you make informed decisions about sharing your personal information with us.

This privacy policy was created using [Termly’s Privacy Policy Generator](https://termly.io/products/privacy-policy-generator/).

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**WHAT INFORMATION DO WE COLLECT?**

Personal information you disclose to us

In Short: We collect personal information that you provide to us such as name, address, business address, email address, phone numbers, payment information, project notes, and any related colleague, partner, or associate data provided by you (example: copying coworkers on an email).

We collect personal information that you voluntarily provide to us when inquiring at our website or other sites and expressing an interest in obtaining information about us or our products and services, calling us, or when participating in activities on the Sites or otherwise contacting us in some other manner.

The personal information that we collect depends on the context of your interactions with us and the Sites. The personal information we collect can include the following:

Name and Contact Data. If provided we collect your first, last, and middle name, email address, postal address, phone number, and other similar contact data.

We do not store nor link any special category data as described in Article 9 of GDPR requirements.

Payment Data. We collect data necessary to process your payment if you make purchases, such as your payment instrument number (such as a credit card number), and the security code associated with your payment instrument. All payment data is temporarily by us as long as necessary to process your order, then it is deleted. Payment data may be stored by our payment processor (3rd party) and you should review its privacy policies and contact the payment processor directly to respond to your questions.

Information automatically collected
In Short: Some information – such as IP address and/or browser and device characteristics – is collected automatically by 3rd parties when you visit our websites, but it is not stored by Laser Brain, nor is it matched to your contact information.

Indirectly and through our advertising services, we may automatically collect certain information when you visit, use or navigate some Sites. This information does notreveal your specific identity (like your name or contact information) and it not stored by Laser Brain, but may automatically include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, demographics, information about how and when you use our Site and other technical information.  This information is primarily needed to maintain the security and operation of our Sites, and for our internal analytics and reporting purposes. This information is not combined with any of your personal identifiable information directly provided to us by you as described previously. In short, Laser Brain has no need for this kind of information and aims to keep only the minimum information required to interact with our customers on their laser-based projects.

Like many businesses, our 3rd party services collect information through cookies and similar technologies. You can find out more here:  [<https://www.weebly.com/app/help/us/en/topics/gdpr-what-weebly-is-doing>

Information collected from other Sources
In Short: We may collect limited data from public databases, marketing partners, social media platforms, and other outside sources.

We may occasionally obtain information about you from other sources, such as public databases, social media platforms (such as LinkedIn), as well as from other third parties. Examples of the information we receive from other sources include: social media profile information (your name, gender, birthday, email, current city, state and country and any other information that you choose to make public); marketing leads and search results and links, including paid listings (such as sponsored links) Generally if you are in the EU we will refrain from collecting this information in this manger.

**HOW DO WE USE YOUR INFORMATION?**

In Short: We process your information for purposes based on legitimate business interests, the fulfillment of our contract with you, compliance with our legal obligations, and/or your consent.

We use personal information collected via our Sites for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests (“Business Purposes”), in order to enter into or perform a contract with you (“Contractual”), with your consent (“Consent”), and/or for compliance with our legal obligations (“Legal Reasons”). We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

To send you marketing and promotional communications [for Business Purposes and/or with your Consent]. You can opt-out of our marketing emails at any time (see the “Your Privacy Rights” below). Generally, we will not market to EU clients unless requested.

To send administrative information to you [for Business Purposes, Legal Reasons and/or possibly Contractual]. We may use your personal information to send you product, service and new feature information and/or information about changes to our terms, conditions, and policies.

Fulfill and manage your orders [for Contractual reasons]. We may use your information to fulfill and manage your orders, payments, returns, and exchanges made through the Sites.

To post testimonials [with your Consent]. We post testimonials on our Sites that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you wish to update, or delete your testimonial, please contact us at [INSERT CONTACT] and be sure to include your name, testimonial location, and contact information.

Deliver targeted advertising to you [for our Business Purposes and/or with your Consent]. We may use your information to develop and display content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness. Generally if you are in the EU we will not send targeted advertising.

Request Feedback [for our Business Purposes and/or with your Consent]. We may use your information to request feedback and to contact you about your use of our Sites.

To protect our Sites [for Business Purposes and/or Legal Reasons].  We may use your information as part of our efforts to keep our Sites safe and secure (for example, for fraud monitoring and prevention).

To enforce our terms, conditions and policies [for Business Purposes, Legal Reasons and/or possibly Contractual].

To respond to legal requests and prevent harm [for Legal Reasons]. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.

For other Business Purposes. We may use your information for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Sites, products, services, marketing and your experience.

**WILL YOUR INFORMATION BE SHARED WITH ANYONE?**

In Short: We only share information with your consent, to comply with laws, to protect your rights, or to fulfill business obligations.

We only share and disclose your information in the following situations:

Compliance with Laws. We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).

Vital Interests and Legal Rights. We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

Vendors, Consultants and Other Third-Party Service Providers. We may share your data with third party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include: other laser company, payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. If you are in the EU, unless there is a legitimate reason per your consent, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes.

Business Transfers. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Business Partners. We may share your information with our business partners to offer you certain products, services or promotions.

With your Consent. We may disclose your personal information for any other legitimate purpose with your consent.

Other Users. When you share personal information (for example, by posting comments, contributions or other content to the Sites) or otherwise interact with public areas of the Sites.

**HOW LONG DO WE KEEP YOUR INFORMATION?**

In Short: We keep your contact information and project notes indefinitely for the purpose of fulfilling our ongoing service obligation to you as a customer in the ways and for the purposes outlined in this privacy policy and unless otherwise required by law. We do not keep any sensitive financial information, except for as long as is needed to process any orders.

You have the right to request access to, review, alter, delete your data at any time.

If you are in the EU, under GDPR, you have the following rights:

* Right to be informed: organizations must tell individuals what data of theirs is being collected, how it’s being used, how long it will be kept and whether it will be shared with any third parties.
* Right of access: individuals have the right to request a copy of the information that an organization holds on them.
* Right of rectification: individuals have the right to correct data that is inaccurate or incomplete.
* Right to be forgotten: in certain circumstances, individuals can ask organizations to erase any personal data that’s stored on them.
* Right of portability: individuals can request that organization transfer any data that it holds on them to another company.
* Right to restrict processing: individuals can request that an organization limits the way it uses personal data.
* Right to object: individuals have the right to challenge certain types of processing, such as direct marketing.
* Rights related to automated decision making including profiling: individuals can ask organizations to provide a copy of its automated processing activities if they believe the data is being processed unlawfully. You should also remind individuals that they are free to exercise their rights and explain how they can do this.

Note this summary is not meant as a substitute to reading and understanding the entirety of the GDPR regulations, and you should review it as needed.

**HOW DO WE KEEP YOUR INFORMATION SAFE?**

In Short: We aim to protect your personal information through a system of organizational and technical security measures.

We have implemented some technical and organizational security measures designed to protect the security of any personal information we process and will continue to find ways to improve our security measures. However, please also remember that we cannot guarantee that the internet itself is 100% secure, which is the primary reason we limit our collection of data from members of the EU and are concerned about the GDPR penalties that seem to drastically exceed the mistakes that have occurred at other companies. Although we will do our best to protect your personal information, transmission of personal information to and from our Sites is at your own risk. You should only access the services within a secure environment.

**DO WE COLLECT INFORMATION FROM MINORS?**

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly solicit data from or market to children under 18 years of age.  By using the Sites, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent’s use of the If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records.  If you become aware of any data we have collected from children under age 18, please contact us at sales@laser-brain.com.

**WHAT ARE YOUR PRIVACY RIGHTS?**

In Short: [In some regions, such as the European Economic Area, you have rights that allow you greater access to and control over your personal information.] You may review, change, or terminate your account at any time.

[In some regions (like the European Economic Area), you have certain rights under applicable data protection laws.  These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please use the contact details provided below [sales@laser-brain.com]. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal.

If you are resident in the European Economic Area and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here: http://ec.europa.eu/justice/data-protection/bodies/authorities/index\_en.htm] ]

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Sites. To opt-out of interest-based advertising by advertisers on our Site visit http://www.aboutads.info/choices/.

Opting out of email marketing: You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided below. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account. You can also opt-out by:

Noting your preferences at the time you register your account with the Sites.
Logging into your account settings and updating your preferences.
Contacting us using the contact information provided below

**DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?**

In Short: Yes, if you are a resident of California, you are granted specific rights regarding access to your personal information.

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with the any of our Sites, you have the right to request removal of unwanted data that you publicly post on the our Sites To request removal of such data, please contact us using the contact information provided below, and include the email address associated with your account and a statement that you reside in California.  We will make sure the data is not publicly displayed on the Sites but please be aware that the data may not be completely or comprehensively removed from our systems.

**DO WE MAKE UPDATES TO THIS POLICY?**

In Short: Yes, we will update this policy as necessary to stay compliant with relevant laws.

We may update this privacy policy from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy policy frequently to be informed of how we are protecting your information.

**HOW CAN YOU CONTACT US ABOUT THIS POLICY?**

If you have questions or comments about this policy, email us at [sales@laser-brain.com] or by post to:

If you are a resident in the European Economic Area, the “data controller” of your personal information is contacted via sales@laser-brain.com.

If you have any further questions or comments about us or our policies, email us at sales@laser-brain.com or contact us by post at: