

Sharper Shape Privacy Statement

Effective as of May 25 2018

This privacy statement describes what information we collect, why we collect it and how it is used. It also covers how you can access your personal data for verification of its correctness, updating and/or deletion.

Personal data means information about you or another identifiable individual.

You are not required to provide personal data to Sharper Shape. However, if you choose not to provide your personal data to Sharper Shape, we are not able to provide you with our products or services.

Information we collect and purpose of its use

We collect contact information to our current and potential future customers for various purposes such as

- 1) communication needs eg keeping you updated on what services, new technologies etc we offer you and other customers
- 2) allowing access to our online services and for administrative processes such as invoicing.
- 3) improving the services we provide

Contact information typically includes data on name, address, e-mail address, phone number, your title, the company/organization you work for/represent. A history of communication is also maintained which can encompass e-mails, participation information on events, marketing campaigns and use of services/products.

Our sources for personal data are

- Information you provide us with: When you create an account, make a purchase, request services, participate in campaigns or otherwise interact with us, we may ask for information such as your name, email address, phone number, street address, user names and passwords, feedback, information relating to your devices and language.
- Your transactions with us: We maintain records of your purchases, the content you have provided us with, your requests, agreements between you and Sharper Shape, the products and services provided to you, as well as your interactions with us including device specific information enabling us to provide you with the best service possible. We may, in accordance with applicable law, record your communication with our customer care team or with other such contact points.
- Log information is also automatically gathered when you use our services, add new content or view content provided by Sharper Shape including eg details of how you used our service, such as your searches or projects you work with, Internet protocol address, device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL. When you use Sharper Shape services, we may collect and process information about your actual location. We use various technologies to determine location, including IP address, GPS, and other sensors that may, for example, provide Sharper Shape with information on nearby devices, Wi-Fi access points and cell towers.

Cookies and similar technologies

- We use various technologies to collect and store information when you visit a Sharper Shape service, and this may include using cookies or similar technologies to identify your browser or device.

Handling your personal data

We do not sell, lease, rent or otherwise disclose your personal data to third parties unless otherwise stated below.

- Your consent and social sharing services: We may share your personal data if we have your consent to do so. Please consider carefully before disclosing any personal data or other information that might be accessible to other users.
- Sharper Shape companies and authorized third parties: We may share your personal data with other Sharper Shape companies or authorized third parties who process personal data for Sharper Shape for the purposes described in this statement. This may include for example providing services including customer service and managing marketing and other such campaigns.

These Sharper Shape authorized third parties are not permitted to use your personal data for any other purposes. We require them to act consistently with this statement and to use appropriate security measures to protect your personal data.

- International transfers of personal data: Our products and services may be provided using resources and servers located in various countries around the world. Therefore, your personal data may be transferred across international borders outside the country where you use our services, including to countries outside the European Economic Area (EEA) that do not have laws providing specific protection for personal data or that have different legal rules on data protection. In such cases we use measures to provide adequate protection for your personal data as required by applicable law, for example, by using standard agreements approved by relevant authorities (e.g. the European Commission) and by requiring the use of appropriate technical and organizational information security measures.
- Mandatory disclosures: We may be obligated by mandatory law to disclose your personal data to certain authorities or other third parties, for example, to law enforcement agencies in the countries where we or third parties acting on our behalf operate. We may also disclose and otherwise process your personal data in accordance with applicable law to defend Sharper Shape's legitimate interests, for example, in civil or criminal legal proceedings.

Maintaining data quality

We take reasonable steps to keep the personal data we possess accurate and to delete incorrect or unnecessary personal data. We will only retain your personal data for as long as necessary to fulfill the purposes outlined in this statement or otherwise communicated to you, unless a longer period is required by law.

We encourage you to access your personal data through your account from time to time to help us ensure that it is up to date.

Your rights to your personal data

You have the following rights regarding personal data that Sharper Shape processes about you:

- **Access:** You have a right to know what personal data we hold about you and to obtain a copy.
- **Data portability:** Subject to law, you have a right to obtain in machine readable format the personal data you have provided to Sharper Shape.
- **Rectification and erasure:** You have a right to have incomplete, incorrect, unnecessary or outdated personal data about you deleted or updated.
- **Withdraw your consent:** You have a right to withdraw your consent for Sharper Shape to process your personal data.
- **Unsubscribe and object:** You have a right to unsubscribe from direct marketing messages and to request that we stop processing your personal data for direct marketing purposes or we delete your personal data on other grounds. Even if you opt-out from marketing and other communications from Sharper Shape, critical alerts may still be sent to you.

You may exercise your rights by managing your account and choices through our products and services or, if that is not possible, by contacting Silvia.Ozorovska@Sharpershape.com. In some cases, if you withdraw your consent or wish us to delete or stop processing your personal data we may not be able to continue to provide the services to you.

If you are not satisfied with what we provide when you exercise your rights, you have the right to lodge a complaint with a relevant supervisory authority such as

Office of the Data Protection Ombudsman, P.O. Box 800, 00521 Helsinki, Finland,
e-mail: tietosuoja(at)om.fi.

The controller of your personal data

Sharper Shape Oy, Tillinmäentie 3 B, 02330 Espoo is the controller of your personal data

In order to obtain a copy of the data or to request deletion of the data please contact Silvia Ozorovska at Silvia.Ozorovska@Sharpershape.com.

Changes to this privacy statement

Sharper Shape may change this Statement at any time with or without notice. However, if this Statement is changed in a material, adverse way, Sharper Shape will post a notice advising of such change at the beginning of this Statement and on this site's home page for 30 days. We recommend that you re-visit this Statement from time to time to learn of any such changes to this Statement.