

# Privacy and Personal Data Protection Policy

Version 2.1, dated 8 November 2018

Pix4D SA, a joint-stock company incorporated under Swiss law, having its registered office at EPFL Innovation Park, Building F, 1005 Lausanne, Switzerland, takes the protection of Your personal data very seriously and of paramount importance. We want each visitor of our website, [www.pix4d.com](http://www.pix4d.com) (the "Site"), to be in control of his personal data; the same goes for anyone using our software products and services (each a "Service", collectively the "Services"). This Privacy Policy provides information on how we collect, store, process, use and protect Your Personal Data.

For the purpose of this Privacy Policy, "Personal Data" means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

In this Privacy Policy, the terms "we", "us", "our(s)" and "Pix4D" are referring to Pix4D SA. "You" and "Your(s)" are referring to any person using or accessing our Services, You and us being collectively referred to as the **Parties**, and individually, as a **Party**.

This Privacy Policy supplements as an informational document the [End-User License Agreement](#) (the "EULA") governing the use of the Pix4D software solutions and products. Unless otherwise stated in this Privacy Policy, any capitalized term shall have the meaning ascribed to it in the [EULA](#). In case of discrepancies between the terms of this Privacy Policy and the ones of the [EULA](#), the former shall prevail.

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Please carefully read this Privacy Policy. When You use or access, or interfere with, the Site and/or the Services, and by providing us with Your Personal Data, we collect, store, process and use Your Personal Data according to the applicable law, in particular with the EU General Data Protection Regulation ("GDPR") (specifically but not limited to Article 6(1)(a) to (f) and Article 28) as well as the Laws of Switzerland (together the "**Applicable Law**"), where Pix4D is incorporated, and in accordance with the practices explained in this Privacy Policy.

**You have granted us Your consent to do this when You signed up for use of the Pix4D software solution(s) and/or products.**

Please do not access or use or interfere with the Site and/or our Services, or do not provide us with any of Your Personal Data, should You not fully consent to this Privacy Policy.

In case of disagreement, if You withdraw Your consent or if You choose not to provide us with some of the required Personal Data, we may be totally or partially unable to provide You our products or services.

Should You have questions or comments regarding this Privacy Policy or suggestions regarding its improvement, please contact our support team at [sales@pix4d.com](mailto:sales@pix4d.com) or by phone at +41 21 552 05 90.

## 1. Who is in control of your data?

Please be aware that our Services will, in many cases, be sold together with a corresponding hardware product provided by a third party (e.g., a video flyover drone manufactured by someone else than Pix4D). If this is the case (as with our ParrotFields mobile application), Pix4D will be the data controller only for those data processed through our Services and our systems. For example, if You buy certain hardware equipment manufactured by a third party,

the manufacturer might ask You to register this hardware equipment in order to be able to provide customer support to You, help You find the hardware in case it gets or provide other accompanying services to You. Any data processed for such purposes will be processed independently of the Personal Data processing conducted by Pix4D in the provision of the Services.

Please refer to the respective manufacturer's or other third party's privacy policy or information to learn about their data protection practices.

## 2. Which data do we collect and for what purpose?

We collect Personal Data in two ways and for the following purposes:

**Information that You freely choose to share with us:** In order to use our Services, You need to provide us with some Personal Data, such as Your email address and password. The Members may also be required to provide us with Personal Data relating to themselves, such as their name, phone number, postal address and/or payment information, including bank account, credit or debit card number.

When You sign up for, and open, an account with Pix4D, or sign up for content or offers, we may then ask You to provide us with information such as Your name, email address and details about Your organization.

As otherwise detailed in this Privacy Policy, we will solely process this information to provide You with the Service You signed up for.

You may deactivate Your Pix4D account and/or unsubscribe from receiving content or offers from us at any time. Following termination of Your account, we may retain Your Personal Data (in part or in whole) in order to meet any regulatory and reporting requirements for the timeframes stipulated by law and in order to be able to address customer service issues. Any other Personal Data we would have been processing on Your behalf would be deleted permanently within 30 calendar days.

**Information that is automatically collected when using our Services:** Besides the Personal Data that You freely choose to share with us, we may collect and process various information regarding Your use of - and Your behaviour through - the Services.

Usage data. So, when You visit the Site we store the name of Your internet service provider, the website from which You visited us from, the parts of the Site You visit, the date and duration of Your visit, and information from the device (device type, operating system, screen resolution, language, country You are located in, and web browser type) You used during Your visit. We only capture and store a truncated version of Your IP address. It is captured and stored in an anonymized format by suppressing the last octet so Your full IP address never reaches our servers and we never have access to it.

We process this usage data to facilitate Your access to the Services (e.g. to adjust the Services to the device You are using), and to recognize and stop any misuse. We also process usage data in an anonymized form for statistical purposes and to improve the Site. With regards to the information relating to Your behaviour through our Services that we automatically collect, we use them for the purpose of improving and personalizing the Services so as to better meet Your expectations.

Cookies. Pix4D uses cookies to process information including standard internet log information and details of the visitor's behavioral patterns upon visiting the Site. Cookies are small data files transferred onto computers or devices by sites for record-keeping purposes and to enhance functionality on the Site. Pix4D stores this information in a pseudonymized user profile. Cookies are stored on Your individual device and You have full control over their use.

We use cookies to provide You with a better experience, and to facilitate the use of certain

functions. Pix4D does not process this information to identify individual users or to match it with further data on an individual user.

You may deactivate or restrict the transmission of cookies by changing the settings of Your web browser. Cookies that are already stored may be deleted at any time. Should You visit the Site with cookies deactivated, You may possibly not be able to use all of the functions on the Site to the full extent. Please refer to items 4 & 5 below for further details.

Contact via e-mails. On the Site, You have the opportunity to contact us to ask questions, for example via the contact form, we ask You for Your contact information (e.g. name, email address etc.). If You receive e-mails from us, we may use certain analytics tools, to capture data such as when You open our e-mail or click on any links or banners our e-mail contains.

We may also occasionally send You notification emails about updates to our product, legal documents, offer customer support or marketing emails. Except for cases where we are required to do so by law (e.g. notifying You of a data breach), You shall have the opportunity to unsubscribe from receiving these messages free of charge.

We use this data solely in connection with answering the queries we receive or to help us gauge the effectiveness of our communications and marketing campaigns.

### **3. To whom are the collected data communicated?**

We use a select number of trusted external service providers for certain technical data analysis, processing and/or storage offerings. These service providers are carefully selected and meet high data protection and security standards.

We only share information with them (i) if required to achieve the purpose for which they were freely shared with us or that is required for the Services offered (e.g. the execution of an order), (ii) if You have provided prior consent, (iii) if we are obliged to do so by statutory law or an instruction by a public authority or court, or (iv) upon the sale of our business.

For example, if You buy hardware manufactured by a third party but operated by our Services, we will have to, upon Your request, transmit data to this third party partner to comply with Your support or Service request. This includes, e.g., Your requests regarding the ParrotFields mobile application. This application is use in connection with hardware provided by Parrot Drones SA or one of its Affiliates (“**Parrot**”). Accordingly, if You submit a support request to Parrot, Parrot might require Personal Data processed in the context of our Services to answer Your request. The legal basis for this sharing of Personal Data with Parrot or other business partner will be Art. 6 (1) f) GDPR.

Besides, we remind You that, when You are using, through our Services, third-party services (Google Maps™, YouTube™, Facebook™ or Twitter™ buttons, etc.), the providers of such services may also collect and process Personal Data through their services (Your localization, Your user preferences, etc.). Therefore, before using these services, we recommend that You carefully read the privacy policies of these third parties. Twitter™, Google™ and Facebook™ export data to the United States which is considered a country not providing a level of data protection adequate to EU standards.

Please remember that when You publicly share Personal Data, this information may be seen and used by other people, as well as indexed by search engines.

Finally, in case of fraudulent use of our Services and, in particular, upon suspicion of punishable acts, Your Personal Data may be analysed for purposes of clarification and, upon duly justified request, according to us, transmitted to the competent official authorities or to the third person affected by the fraud.

#### 4. What kind of cookies do we use?

Like most websites, we may use cookies to optimize the Site. Cookies are little files that are stored on Your data storage medium and that memorize, through Your Internet browser, some configurations and data in order to exchange them with our system. We may in particular use the following cookies:

**Strictly necessary cookies:** these are cookies that are required for the operation of the Site and for You to be able to complete services You ask for. They include, for example, cookies that enable You to log into secure areas of the Site.

**Functional cookies:** these cookies record information about choices You make on the Site, such as Your user name, language or the region You are in. In this way, we are able to personalize Your visit on the Site.

**Performance cookies:** these “analytical” cookies allow us to collect information about how visitors use the Site, for example to count visitors and to see how visitors move around the Site. They record Your visit on the Site, the pages You have visited and the links You have followed and also Your shortened IP address. These cookies do not collect information that identifies You. All information is anonymous. This helps us to improve the way the Site works. In order to continuously improve and optimize the Site, we may use in particular the Google Analytics™ tracking technology. Google Analytics™ is a service of Google LLC. Google Analytics™ is a web-analysis service allowing us to better understand Your behaviour on the Site. It may use a certain type of cookies in order to collect anonymous information and create activity reports regarding usage statistics of the Site without You being personally identified. If You do not agree with Google Analytics™ collecting personal data regarding Your visits, You can install an [add-on module](#) for Your web browser, which allows You to deactivate Google Analytics™ for the future.

**Social media cookies:** these cookies allow You to share some content of the Site with social media platforms (e.g. Facebook™ or Twitter™ buttons). This method may authorize the concerned social media to monitor Your navigation on the Site by the mere fact that Your account is activated on Your device (open session) during the navigation. We have no control over these cookies as they are set by third-party providers.

**Advertisement cookies:** these cookies allow us to deliver tailor-made advertisements to You on third-party websites based on Your interests in our products and services manifested during Your visit on the Site. These cookies do not collect information that identifies You. All information is anonymous.

We may engage on the Site in interest-based advertising, including retargeting or remarketing technology provided by third parties, such as Google™ or Facebook™. Based on that, we are able to approach You with personalized advertisements. For this purpose, cookies are stored on Your computer. During Your visit on the Site, neither the third-party providers nor Pix4D collect any personalized data, only anonymized data. Thanks to such data we can, for example, approach You with advertisements on third-party websites which is personalized according to Your interests in our products or services, e.g. after You have visited the Site and showed interest in a particular series of products or services, this technology may later show You more information in form of advertisements while surfing on another website. The only goal of engaging this technology is to best adapt the available information to Your interests and to make Your online experience as informative as possible.

**Flash cookies from Adobe Flash Player™:** Adobe Flash Player™ is a piece of software allowing quick development of dynamic content using "Flash" language. Flash (and application of the same type) memorizes the settings, the preferences and the utilization of these contents thanks to a technology, which is similar to cookies. However, Adobe Flash Player™ manages this information and Your choices through an interface that is different from the one provided by Your web browser. As Your device could visualize content developed in Flash language, we invite You to access Your Flash cookies management tools, directly through the following website: <http://www.adobe.com/fr/>

## 5. How can You control the cookies that we use?

Upon Your first visit on the Site, You shall express Your choice regarding the use of cookies on Your computer. If you leave cookies "turned on", we can offer You a better experience on the Site. If You set Your browser to block all cookies (including strictly necessary cookies), You may not be able to access parts of the Site.

At any time, You may deactivate cookies as follows:

- Most browsers accept cookies automatically but allow You to disable them. The help menu on most browsers will tell You how to prevent Your browser from accepting new cookies, how to have the browser notify You when You receive a new cookie and how to disable cookies altogether. You can also disable or delete cookies You have previously accepted if You wish to. Further information is available on the following websites:

**Microsoft Internet Explorer™:** <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

**Mozilla Firefox™:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

**Safari™:** [https://support.apple.com/kb/PH17191?locale=fr\\_FR&viewlocale=en\\_US](https://support.apple.com/kb/PH17191?locale=fr_FR&viewlocale=en_US)

**Google Chrome™:** <https://support.google.com/accounts/answer/61416?hl=en>

- Most cookies can also be deactivated through third-party tools, such as the ones proposed by the website [Youronlinechoice](#), by the [Network Advertising Initiative](#) or by the company [Ghostery](#). Further, most of third-party providers offer modules or proceedings allowing You to deactivate the cookies they use. Pix4D offers no guarantee regarding these tools, developed by third parties.

## 6. Your Personal Data, Your Rights

In line with the applicable law, You have the right to be informed of Your Personal Data processed by Pix4D, a right to rectification and/or correction, a right of erasure and/or restriction of processing. You have also the right to receive from Pix4D a structured, common and machine-readable format of Your Personal Data You provided to us.

You may at any time change and/or withdraw Your consent regarding any use or processing of Your Personal Data, without affecting the lawfulness of the processing that was carried out prior to withdrawing it. To this end, You may simply log onto Your account, access Your profile and make the desired changes or, should this option not be available, please contact our support team at [sales@pix4d.com](mailto:sales@pix4d.com) or by phone at +41 21 552 05 90. Unless we are not able to identify the Personal Data that concerns You, the request is clearly unfounded or abusive (due notably to its repetitive nature) or we may oppose You another lawful legitimate reason, we will respond to Your request in a timely manner and at no cost.

Whenever You withdraw Your consent, You acknowledge and agree that this may have a negative influence on the quality of the Site and/or the Services. You further acknowledge and agree that Pix4D shall not be held liable with respect to any loss and/or damage to Your Personal Data if You choose to withdraw consent.

### Information about Your right of objection under Article 21 GDPR

#### 1. Right of objection in individual cases

In addition to the rights already mentioned, You have the right, for reasons arising from Your particular situation, to object at any time to the processing of Personal Data relating to You, which is processed on the basis of Article 6 (1) e) GDPR (data processing in the public interest) and Article 6 (1) f) GDPR (data processing on the basis of a balance of interests); this also applies to profiling based on this provision within the meaning of Article 4 (4) GDPR. If You file an objection, we will no longer process Your Personal Data unless we can prove compelling grounds for the processing that outweigh Your interests, rights and freedoms or the processing serves to assert, exercise or defend legal claims. Please also note that, if we terminate the processing due to Your objection, the Site may no longer be available to You or only to a limited extent.

## **2. The right to object to the processing of data for advertising purposes**

You also have the right to object at any time to the processing of Personal Data concerning You for the purpose of direct marketing (including any subscription to our newsletter or personalized ads); this also applies to profiling, insofar as it is associated with such direct marketing. If You object, we will no longer process Your Personal Data in the future.

The objection can be made form-free and should be addressed to the following e-mail [sales@pix4d.com](mailto:sales@pix4d.com) or by phone at +41 21 552 05 90.

More generally, please send any request by mail or e-mail, with sufficient information for us to unequivocally identify You, to:

Pix4D SA  
EPFL Innovation Park, Building F  
CH-1005 Lausanne  
E: [sales@pix4d.com](mailto:sales@pix4d.com)  
P: +41 21 552 05 90

Finally, please note that, in addition, You have the right to lodge a complaint with the data protection authority in Your jurisdiction.

Please note that You are not required by law to provide us with the Personal Data as indicated by this Privacy Policy. Further, the contractual relationship that You might have entered into with us by agreeing to our terms and conditions does not imply any obligation to provide Your Personal Data. However, You might not be able to use our Service(s) to the full extent if You do not provide us with certain data or object to the use of these Personal Data.

## **7. Security and retention of Personal Data**

We will store Your usage data until such time when You withdraw Your consent for us to do so. All other Personal Data as specified above will be retained for as long as is necessary for the purpose(s) for which we originally collected it. We may also retain information and/or Personal Data as required by law.

## **8. Revision to this Privacy Policy**

We may revise this Privacy Policy from time to time. The most current version of this Privacy Policy will explain our practices for collecting, processing, and disclosing Personal Data. We will provide notice of any modifications by posting a written notice on the Site.

If You have an account with us, we will notify You of any material modifications by sending You an e-mail to the e-mail address associated with Your account, unless You have unsubscribed from all e-mail communications.