

## **Surface Design Privacy Policy**

Last Updated: January 14, 2025

### **Introduction**

This Privacy Policy describes how Surface Design Solutions, Inc. (“**Surface Design**”, “**we**,” “**our**,” or “**us**”) uses and processes your personal information in connection with our websites and related subdomains (the “**Sites**”) and any of the services provided on our Sites (collectively the “**Services**”). If you do not agree with our policies and practices, your choice is not to use the Sites or Services. By accessing or using the Sites and Services, you acknowledge this Privacy Policy.

### **Updates to This Notice**

We may update this Privacy Policy based upon evolving laws, regulations and industry standards, or as we may make changes to our Sites and Services. We will post changes to our Privacy Policy on this page and encourage you to review our Privacy Policy when you use our Sites to stay informed. We will take appropriate measures to inform you, consistent with the significance of the changes we make. If you disagree with the changes to this Privacy Policy, you should discontinue your use of the Sites and Services.

### **Children**

The Sites and Services is not directed to, and we do not knowingly collect personal information from, anyone under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information, they should contact us. We will delete such information from our files as soon as reasonably practicable.

### **Personal Information We Collect**

#### Information You Provide Us

We may collect information that personally identifies you (“**personal information**”) when using our Sites and Services. Personal information may include your name, email, address, telephone number – which you may provide to us when you contact us through the Sites or when you register to use our Services.

#### Information We Automatically Collect

When you use the Sites or Services, we may automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device using cookies and similar technologies. Additionally, as you browse the Sites, we may collect information about the individual web pages or services that you view, what websites or search terms referred you to the Sites, and information about how you interact with the Sites.

### **Cookies & Similar Technologies**

We use cookies (small, often encrypted, text files that are stored on your computer or mobile device) and similar technologies (“**Cookies**”) to provide you with certain functions on our Sites and help collect data. This section explains how we use Cookies to collect information about the way you use our Sites and how you can control them.

## How We Use Cookies

We use Cookies to track how you use our Sites by providing usage statistics. Cookies are also used to deliver our information (including updates) and allow account authentication to you based upon your browsing history and previous visits to the Sites. Information supplied to us using Cookies helps us to provide a better online experience to our visitors and users and send marketing communications to them, as the case may be. We may combine the information we collect from Cookies with personal information that we have collected from you to learn more about how you use our Sites to improve it.

## Types of Cookies

We use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your device until you delete them). To make it easier for you to understand why we need them, the Cookies we use on our Sites can be grouped into the following categories:

- **Strictly Necessary:** These Cookies are necessary for the Sites to work properly. They include any essential authentication and authorization Cookies for our Sites.
- **Functional:** These Cookies enable technical performance and allow us to remember the choices you make while browsing our Sites, including any preferences you set. They also include sign-in and authentication Cookies and IDs that enable you to return without additional sign-in.
- **Performance/Analytics:** These Cookies allow us to collect certain information about how you navigate the Sites and services running on your device. They help us understand which areas you use and what we can do to improve them.
- **Targeting:** These Cookies are used to deliver relevant information related to our Sites to an identified machine or other device (not a named or otherwise identifiable person) which has previously been used to visit our Sites. Some of these types of Cookies on our Sites are operated by third parties with our permission and are used to identify advertising sources that are effectively driving customers to our Sites.

## How to Control and Delete Cookies

All Cookies are browser specific. Therefore, if you use multiple browsers or devices to access websites, you will need to manage your Cookie preferences across these environments.

Find out how to manage Cookies on popular browsers:

- Google Chrome, available at <https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>
- Microsoft Edge, available at <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- Mozilla Firefox, available at <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

- Microsoft Internet Explorer, available at <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- Opera, available at <https://www.opera.com/help/tutorials/security/privacy/>
- Apple Safari, available at <https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac>

If you are using a mobile device to access the Sites, you will need to refer to your instruction manual or other help/settings resource to find out how you can control Cookies on your device. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

Please note that if you restrict, disable or block any or all Cookies from your web browser or mobile or other device, the Services may not operate properly, and you may not have access to our services available through the Sites. We are not responsible for your inability to use our Sites or any degraded function you may experience that may be caused by your settings and choices regarding Cookies.

### **How We Use Personal Information**

We use your personal information for the following purposes and as otherwise described in this Privacy Notice or at the time of collection:

- To provide, operate and improve the Sites;
- To fulfill any requests you place using our Sites;
- To establish and maintain your account on the Sites;
- To conduct our promotions;
- To personalize your experience with the Sites and communicate with you;
- To provide support and maintenance;
- To respond to your request and feedback;
- To help us advertise the Sites and display advertisements to you;
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- To comply with legal obligations; and
- With your consent.

### **How We Share Personal Information**

We do not sell or share your personal information with third parties without your consent, except as described in this Privacy Notice. We may share your personal information with our corporate parent, subsidiaries, and affiliates, for purposes consistent with this Privacy Notice.

We may sell, transfer or otherwise share some or all of our business or assets, including your personal information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

## Data Sharing with Third Parties

We may share your personal information with third party companies and individuals that provide services on our behalf or help us operate the Sites (such as professional advisors, customer support, hosting, analytics, email delivery, marketing, and database management services). These third parties may use your personal information only as directed or authorized by us and in a manner consistent with this Privacy Policy, and are prohibited from using or disclosing your information for any other purpose. We may also share your personal information for compliance purposes.

We use Google Analytics and other third-party analytics providers (“**Analytics Providers**”) to collect information about how you use our Sites. Analytics Providers use Cookies in order to collect demographic and interest-level information and usage information from users that visit the Sites, including information about the pages where users enter and exit the Sites and what pages users view on the Sites, time spent, browser, operating system, and IP address. Analytics Providers use the information they collect from the Sites and other websites to share with us and other website operators’ information about users including age range, gender, geographic regions, general interests, and details about devices used to visit the Sites and other websites and purchase items. For more information regarding Google’s use of cookies, collection and use of information, see their privacy policy [here](#). The Google Analytics Opt-Out Browser Add-On is available at: <https://tools.google.com/dlpage/gaoptout>

## **Privacy Technology Practices**

### Do Not Track

Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

### Links to Third-Party Websites

The Sites may contain links to other websites, mobile applications, and other online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or in mobile applications or online services that are not associated with us. We do not control third party websites, mobile applications or online services, and we are not responsible for their actions. Other websites, mobile applications and services follow different rules regarding the collection, use and sharing of your personal information. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use.

### Data Security

We employ a number of administrative, technical, and physical safeguards designed to protect the personal information we collect. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Sites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Sites.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Sites. Any transmission of personal information is at your own risk.

### Data Retention

Surface Design strives to retain personal information for no longer than is reasonably necessary for its processing purpose. The applicable retention period depends on the purpose for which personal information was obtained and on specific data retention obligations arising from applicable laws that may require the data to be held for a certain period of time.

We may retain personal information for a longer period than is necessary for its processing purpose in the event of a complaint or if we reasonably believe that is a prospect of litigation in respect of our relationship with you. In some circumstances, such as for research and statistical purposes (including the generation of aggregate statistical studies), we will anonymize your personal information, in which case we may use this information indefinitely without further notice to you.

### **California's Shine the Light Law**

California Civil Code Section 1798.83 permits users of our Sites that are California residents to request certain information regarding our disclosure of the information you provide through the website to third parties for their direct marketing purposes. To make such a request, please contact us at the information provided below.

### **Contact Us**

For any questions, please contact us at: [support@surface.design](mailto:support@surface.design)