

# Droplet Measurement Technologies, LLC

## Privacy Policy

**Effective Date: May 20, 2020**

**Last Reviewed on: May 20, 2020**

Droplet Measurement Technologies, LLC (Droplet or "we" or "us") respects your privacy. Droplet is committed to the safe and secure processing of personal data and compliance with applicable data protection laws. We have implemented appropriate technical and organizational measures in an effort to protect your personal data against loss or unlawful access. The number of persons with access to your personal data is limited. Only individuals associated with Droplet that need to process your personal data in accordance with the purposes below will have access to your personal data.

We encourage you to carefully review this Privacy Policy to have a clearer understanding of our privacy practices. By accessing, downloading, or using the services, you agree to this Privacy Policy. If you do not agree with our policies and practices, do not access, continue to access, or use our website.

### **Scope**

This Privacy Policy is intended to outline our practices regarding the collection, use, disclosure, and protection of information received from users of our services. The Privacy Policy applies to our website <https://www.dropletmeasurement.com/>, its subdomains, and all of the websites owned or operated by us, regardless of the medium in which the websites are accessed by a user (e.g., via a web or mobile browser)( the "Website" or "Websites").

## Information We Collect, How We Collect It, and How We Process It

We collect and process your data to fulfill our contractual obligations towards your company, for example sending quotes, order administration, provision of products and services to your company, invoicing your company, responding to your service requests, etc.

How do we obtain your personal data	We obtain personal data from you when you register on our Websites, furnish our representatives with your business card, or when we receive your data from representatives of your company.
Categories of personal data we process	Personal master data (critical personal data); Contact data; Key contract data (Contractual/Legal Relationships, Contractual or Product Interest); Network and device identification.
The purposes of the processing	To fulfill our contractual obligations towards your company, e.g., sending quotes, order administration, provision of products and services to your company, invoicing your company, responding to your service requests etc.
Legal basis for the processing	It is within the legitimate interest of Droplet and your company to process your personal data for the above-noted purposes. We use your personal data for fulfilling our contractual obligations towards your company. The privacy impact of the processing is low, as Droplet only collects data related to you in your professional capacity and Droplet only contacts you in your professional capacity.
Recipients (or categories of recipients) of the personal data	We may share your personal data with suppliers and business partners and legal agents which carry out services on our behalf such as customer relationship management solution providers and travel agents.
Retention period	We will retain your data for as long as the business relationship with your company exists and for as long as your employment with your company subsists. We will retain and use your data during the applicable statutory limitation periods and as necessary to comply with our legal obligations, resolve disputes and to enforce agreements.

## Marketing/Prospecting:

How we have obtained your personal data	You provide your personal data through the use of our Websites (e.g., registration form completion allowing the placement of cookies). We may have received your personal data when you supplied us with your business card, or we may have obtained your personal data from your company. Personal data may also be obtained from third party data augmentation services. You may have provided us with personal data over the telephone. If you have registered to attend an event with a third party provider, then we may obtain your personal data from that third party provider, where you have given your consent to such third party provider to supply your personal data to us.
Categories of personal data we process	Personal master data (key personal data); Contact data; Key contract data (Contractual/Legal Relationships, Contractual or Product Interest); Network and device identification.
The purposes of the processing	Informing you via various means (including via email, telephone, text message, social media, post, or in person) about our products, services, publications and events which we think may be of interest to you and your company, based on previous purchases and interest shown in Droplet's products and services.

<p>Legal basis for the processing</p>	<p>Unless we explicitly request your consent to process your personal data, we rely on Droplet's and your company's legitimate interest to send you relevant marketing communications. The privacy impact of the processing of your personal data is low, as Droplet contacts you in your professional capacity.</p> <p>You can opt out of processing for direct marketing purposes by clicking on the "Unsubscribe" link situated within any marketing emails sent to you. You also have the right to object to the processing at any time by contacting Email: <a href="mailto:info@dropletmeasurement.com">info@dropletmeasurement.com</a>. Where you withdraw your consent or unsubscribe (as applicable), we will retain certain personal data (only to the extent that it is absolutely required) on our "do not contact" list.</p>
<p>Recipients (or categories of recipients) of the personal data</p>	<p>We may share your personal data with suppliers and business partners and legal agents that carry out services on our behalf such as marketing solution providers.</p>
<p>Retention period</p>	<p>We will process your personal data unless you opt out of the processing for direct marketing purposes.</p>

**Customers Testimonials, Comments and Reviews:**

<p>How we have obtained your personal data</p>	<p>We obtain your personal data through the completion of a release document which is available in hard copy and is also available online.</p>
<p>Categories of personal data we process</p>	<p>Contact details, job role and key personal data</p>
<p>The purposes of the processing</p>	<p>The processing is required for the purpose of providing reviews to our client base in support or otherwise, of our products, services and software.</p>
<p>Legal basis for the processing</p>	<p>We have obtained your prior, informed consent to the processing.</p>
<p>Recipients (or categories of recipients) of the personal data</p>	<p>Individuals who access any marketing channel from either within Droplet or outside of Droplet.</p>
<p>Retention period</p>	<p>For as long as is necessary unless you withdraw your consent to the processing.</p>

**NOTE:** Where Droplet has sought your consent to the processing of your personal data then you can withdraw your consent at any time by contacting via email at the following: [info@dropletmeasurement.com](mailto:info@dropletmeasurement.com).

## **Transfer of your Personal Data to third countries**

At times we may need to share your personal data with our affiliates and third-party service providers. For Data Subjects from the European Economic Area (“EEA”), we may transfer your personal data outside the EEA for processing pursuant to the purposes outlined above. When you provide us personal data, you understand and agree that it may be transferred across national boundaries and processed outside the EEA, including by trusted third parties. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy. If we do this, we have procedures in place to ensure your personal data receives the same protection as if it were being processed inside the EEA. Including, but not limited to, entering into contracts with our affiliates and third-party service providers which stipulate the standards they must follow at all times including the Standard Contractual Clauses.

## **What are your rights?**

You are entitled to know what personal data we are processing about you.

You have the right to request access to your personal data and you can request that we provide a copy of such data to you.

You are entitled to have incorrect personal data regarding you corrected, and in some cases you may request that we delete your personal data.

You also have the right to object to certain processing of your personal data, and request that the processing of your personal data be limited. Limitation or deletion of your personal data may result in Droplet not being able to fulfil its commitments to you.

You also have the right to request data portability, where your personal data would be extracted in a machine-readable format and transferred to another controller.

Certain data protection laws may provide you with more privacy rights than those listed above, depending on your citizenship or residency.

As detailed under applicable laws Droplet may not always be obliged to comply with a request from you for deletion, restriction, objection or data portability. Additional circumstances such as exercising the right of freedom of expression and information, compliance with a legal obligation

which requires processing by EU or Member State law or processing for establishment, exercise or defence of legal claims can justify further processing by Droplet. Droplet will assess the eligibility of your request and inform you about Droplet's decision and reasoning.

Where you have given us your consent to process your personal data, you can withdraw your consent at any time and without justification. Where you withdraw your consent, certain personal data (only to the extent that it is absolutely required), will be retained on our "do not contact" list.

If you have questions regarding how we process Personal Data concerning you, or any questions regarding this Privacy Policy, please contact us by email at the following: [info@dropletmeasurement.com](mailto:info@dropletmeasurement.com).

## **Privacy Rights for Individuals in the EEA**

Under the European Union's General Data Protection Regulation ("GDPR"), individuals in the EEA have additional privacy rights:

- **Right to be Informed.** Individuals have the right to transparency regarding our collection of personal data.
- **Right of Access.** Individuals have the right to know exactly what information is held about them and how it is processed.
- **Right of Rectification.** Individuals will be entitled to have personal data rectified if it is inaccurate or incomplete.
- **Right to Erasure.** Also known as 'the right to be forgotten', this refers to an individual's right to having their personal data deleted or removed without the need for a specific reason as to why they wish to discontinue.
- **Right to Restrict Processing.** An individual's right to block or suppress processing of their personal data.
- **Right to Data Portability.** This allows individuals to retain and reuse their personal data for their own purpose.
- **Right to Object.** In certain circumstances, individuals are entitled to object to their personal data being used.
- **Rights of Automated Decision Making and Profiling** – The GDPR has put in place safeguards to protect individuals against the risk that a potentially damaging decision is made without human intervention.

If you wish to exercise your rights under the GDPR, please contact us using any of the methods provided in the "Contact Us" section below. You also have the right to file a complaint and contact the appropriate National Data Protection Authority. A list of National Data Protection

Authorities may be found by visiting the following website: [https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm).

## **Your California Privacy Rights**

If you are a California resident, you may also have additional privacy rights under the California Shine the Light law (Civil Code Section § 1798.83) and the California Consumer Privacy Act (“CCPA”) (Civil Code Section § 1798.100).

The Shine the Light law permits users of our Website that are California residents to request certain information regarding our disclosure of personal data to third parties for their direct marketing purposes. To make such a request, please send an email or write to us using the information in this policy.

To learn more about your California privacy rights under the CCPA, please visit [**INSERT HYPERLINK TO CALIFORNIA RESIDENT NOTICE**].

## **Objections and complaints**

If you have any objections or complaints with the way in which we process your personal data, you have the right to lodge a complaint with the relevant data protection supervisory authority, where the applicable laws provide for such remedy.

## **Information Regarding Cookies**

When you view this Website, or any other hyperlinked Website, we may store some information on your local computer in the form of a "cookie", which allows us to adjust our Website to better match your preferences. Cookies are also used to collect general usage and volume statistical information that does not include personal data.

A cookie is a small text file, which the website you are visiting saves on your local computer. Cookies are used by many websites to give visitors access to a range of various functions. The information contained in the cookie can be used to monitor a user's browsing behaviour.

There are two types of cookies: persistent cookies and session cookies.

Persistent cookies save a file for an extended period on your computer and are used, for example, with functions that describe what information is new since you last visited the particular website. Session cookies are stored temporarily in your computer's memory while you are visiting the website and browsing a page, and are used, for example, to determine what language you have chosen. Session cookies are not stored in your computer for an extended period, but are deleted when you close your browser.

Droplet uses both types of cookies for the following purposes: (i) to collect visitor statistics; (ii) to enable the user to remain logged in to e.g. the subscription service on our Website; (iii) to remember user preferences, e.g. language, font size, etc.; and (iv) to remember user agent properties, e.g. screen resolution, connection speed, etc.

### **Third-Party Cookies**

The use of cookies by our partners, affiliates, tracking utility companies, and service providers is not covered by our Privacy Policy. We do not have access to or control over these cookies. Our partners, affiliates, tracking utility companies, and service providers may use cookies to improve your Web Site experience. We encourage you to carefully read the privacy policy of any website you visit.

### **Behavioral Targeting/Re-Targeting**

We partner with a third party advertising network to either display advertising on our Web Site or to manage our advertising on other websites. Our ad network partner uses cookies and web beacons to collect non-personally identifiable information about your activities on this and other websites to provide you targeted advertising based upon your interests. If you wish to not have this information used for the purpose of serving you targeted ads, you may opt-out by contacting the third-party advertising network. Please note this does not opt you out of being served advertising. You will continue to receive generic ads.

### **Google Analytics**

This Website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies", text files that are stored on your computer to help analyze the use of the Website. The information generated by the cookie about your use of this Website (including your IP address) might be sent to a Google server in the U.S. and stored there. Under the authority of Droplet, Google will use this information to evaluate your use of our Website, compile reports on Website activity for Droplet and provide other Website activity and internet related services for Droplet. In addition, Google may also transfer this information to third parties if required by law or if third parties process the information on Google's behalf. To see details on

what Google Analytics collects and how it is used please refer to <http://www.google.com/intl/en/analytics/privacyoverview.html>.

You may refuse the use of cookies by changing the settings on your browser. Alternatively, if available for your browser, you can use the "Google Analytics Opt-out Browser Add-on" available at <http://tools.google.com/dlpage/gaoptout?hl=en>. We would point out, however, that if you refuse the use of cookies, you may not be able to use all the features of this Website.

## **Web Beacons**

Our Website contains electronic images known as web beacons (sometimes called single-pixel gifs) and are used along with cookies to compile aggregated statistics to analyse how our Website is used, and may be used in some of our emails to let us know which emails and links have been opened by recipients. This allows us to gauge the effectiveness of our customer communications and marketing campaigns.

Our third-party partners also employ clear gifs (a.k.a. web beacons/web bugs), images, and scripts that help them better manage content on our Website. We do not tie the information gathered to our customers' or users' personally identifiable information.

## **How to Avoid Cookies**

You can set your browser to block cookies. The procedure for blocking cookies will depend on what browser you are using. Access 'Help' or the appropriate menu in your browser for instructions. You can also remove persistent cookies by following directions provided in your Internet browser's "help" file. If you reject or remove cookies, you may still use our Website, but your ability to use some areas of our Website, such as contests or surveys, will be limited.

## **Links to Other Websites**

Our Website includes links to other websites whose privacy practices may differ from those described in this Privacy Policy. If you submit personal data to any of those third party websites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

## **Social Media Widgets**

Our Website includes social media features, such as the "Facebook" button, and widgets, such as the "Share This" button or interactive mini-programs that run on our Website. These features and widgets may collect your IP address, which page(s) you are visiting on our

Website, and may set a cookie to enable the feature or widget to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Website. Your interactions with these features and widgets are governed by the privacy policy of the company providing it.

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to this Privacy Policy on this page, with a notice that the Privacy Policy has been updated on the Website home page. If we make material changes to how we treat our users' personal data, we will notify you by the email address specified in your account and/or through a notice on the Website home page. The date the Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Policy to check for any changes.

### **Contact Us**

If you have questions regarding how we process personal data concerning you, or any questions regarding this Privacy Policy, please contact us by email at the following: [info@dropletmeasurement.com](mailto:info@dropletmeasurement.com).

### **Identity of the Group Privacy Officer**

The Group Privacy Officer for Droplet is – Jeff Throckmorton. The Group Privacy Officer can be contacted at:

Email: [info@dropletmeasurement.com](mailto:info@dropletmeasurement.com)

### **Identity of the controller**

Droplet Measurement Technologies, LLC, 2400 Trade Centre Ave, Longmont, CO 80503 is the controller(s) of your personal data.

Upon your request to [info@dropletmeasurement.com](mailto:info@dropletmeasurement.com), you will be provided with the name and the contact details of any data protection officer where appointed by the applicable controller.