

# Privacy Statement

*Effective Date: 07, May 2018*

**Introduction.** This privacy statement ("Privacy Statement") is designed to provide information about the privacy and data collection practices of Seiko Epson Corporation and its subsidiaries and affiliates (collectively referred to herein as "Epson", "we", "our" or "us") for the "EPSON TechExchange System" and "EPSON Service Parts Information(SPI)" (collectively the "Services"). This Privacy Statement does not apply to any other websites, applications or services.

Please review this Privacy Statement carefully. If you have questions or concerns regarding this Privacy Statement, contact Epson's Privacy Coordinator by sending an email to [AdjPrg.Support@exc.epson.co.jp](mailto:AdjPrg.Support@exc.epson.co.jp). In addition, please review any applicable terms and conditions, which govern your use of the Services.

**Active Collection of Personal Information.** In order that you may access or take advantage of the Services, we may ask you to provide Personal Information when you register with the Services and when you communicate or otherwise interact with the Services. "Personal Information" is information that can be used to identify a specific individual. Examples of Personal Information we may collect through the Services include, without limitation: your name, e-mail address, company name, address, telephone number within your company and login ID.

You may elect not to submit Personal Information; however, as a result, you may not be able to use the Service's features or functionality.

**Passive Collection of Information.** In addition to the Personal Information that you actively provide to us, we or our third party service providers may use a variety of technologies to automatically collect certain information about your use of the Services. This information may include; logs, IP address. This information may also include clickstream data, which is information about the page-by-page paths you take as you browse through our Services. Except to the extent required by applicable law, Epson does not consider this information to be Personal Information. However, this information may be combined with your Personal Information. To the extent that we combine this information with your Personal Information, we will treat the combined information as Personal Information under this Privacy Statement.

The methods that we and our service providers may use to automatically collect such information may include the following:

**Cookies:** Cookies are data files that are placed on a device when it is used to visit a website. These cookies may be used for many purposes, including, without limitation, tracking user preferences and web pages visited while using the Services. You may disable cookies using your browser's preferences. However, some features of the Services may not function properly or may operate slowly if you disable the cookies. In addition, please be aware that if you choose to block cookies, some advertising preferences that are dependent on cookies may not be able to be respected.

**Information from Third Parties.** We may, from time to time, obtain supplemental information about you from third party sources or from our marketing partners in connection with co-branded websites or promotions, subject to their respective privacy policies and options. If we receive

Personal Information from a third party source and/or if we combine the information we receive from these third party sources with your Personal Information, we will treat that information as Personal Information. We are not responsible for the accuracy of the information provided by third parties or how such third parties collect, use, and share such information.

**Use of Information.** Epson may use information about you: (1) to provide you with the Services and to process transactions that you have requested or agreed to receive; (2) to improve or develop the Service or other Epson, subsidiary or affiliate products and services; (3) to contact you with regard to your use of the Service and, in our discretion, changes to our policies; (4) to provide you with Service related notices; and (5) for purposes disclosed at the time you provide your Personal Information or with your consent, or as permitted or required by applicable law.

**Disclosure of Information.** Except as otherwise provided herein, Epson does not share, rent, or sell any Personal Information it collects to any third party for the third party's marketing or solicitations purposes. We may, in our sole discretion, share with third parties information that is not associated with your name or identity, such as Services usage information, non-personally identifiable demographic information, and aggregate user statistics. In addition, we may share Personal Information with third parties as described in this Privacy Statement or at the time you provide the information, with your consent or at your request, as permitted or required by applicable law or in the following circumstances:

**Service Providers:** We may share your Personal Information with third party service providers so that they may perform certain services for us, such as website hosting, order fulfillment, delivery of Epson promotional materials and product offers, clearing and processing credit and debit card payments, or performing other services on our behalf. These service providers are prohibited from using your Personal Information for any purpose other than to provide this assistance and are required to protect Personal Information collected by them on behalf of Epson or disclosed to them by Epson and to comply with the general privacy principles described in this Privacy Statement.

**Business Transfers:** Epson may share Personal Information with its subsidiaries and affiliates for internal business purposes. Epson also reserves the right to disclose and/or transfer all information collected, whether through or in connection with the Sites or otherwise, including Personal Information, to third parties in the event of a proposed or actual purchase, sale (including a liquidation, realization, foreclosure or repossession), lease, merger, amalgamation or any other type of acquisition, disposal, transfer, conveyance or financing of all or any portion of Epson or of any of the business or assets or shares of Epson or a subsidiary or division thereof in order for you to continue to receive the same products and services from the third party.

**Legal and Safety Obligations:** To the maximum extent permitted by applicable law, we may also transfer and disclose user information, including Personal Information, to third parties: (i) in the event we are required to respond to subpoenas or other legal process or if in our good faith opinion such disclosure is required or permitted by law; (ii) at the request of governmental authorities conducting an investigation; (iii) to protect and/or defend the Terms of Use or other policies applicable to the Sites; or (iv) to protect the personal safety, life, health, rights, property or security of any individual. To the maximum extent permitted by applicable law, we may also use IP addresses, mobile device identifiers or any other information we collect to identify users, and may do so in cooperation with copyright

owners, Internet service providers, wireless service providers or law enforcement agencies in our discretion. Such disclosures may be carried out without notice to you.

### **Your Choices and Controls.**

**Accessing and Modifying Account Information.** If you want to change your password, telephone number you can modify the information through the Services. To change your information other than password, telephone number, please contact us.

**Complaints, inquiries, and requests for disclosure.** You should direct any complaints, inquiries, and requests pertaining to this Privacy Statement (regarding disclosure, correction, or discontinuation of use of Personal information, or anything else) to the address listed below. You can terminate your use of the Services by following the instructions set forth in the applicable terms of service, or by uninstalling and deleting the software or application.

**Data Retention.** Epson will retain your Personal Information for the purposes described above for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws.

**Children's Privacy Protection.** The Services are not intended for children and is not targeted to children under the age of thirteen (13). Epson does not knowingly collect data from children and, if we learn that we have received identifying information from a user under the age of thirteen (13), we will delete this information.

**Your California Privacy Rights (as provided by California Civil Code Section 1798.83).** When California customers provide Personal Information to a business, they have the right to request certain disclosures if that business shares Personal Information with third parties for the third parties' direct marketing purposes. Once per calendar year the customer may request that the business provide a list of companies with which it shares Personal Information for those companies' direct marketing purposes, and a list of the categories of Personal Information that the business shares. Instead of responding to such requests, however, a company may choose to comply with this law by establishing and publishing on its website a policy of not disclosing a customer's Personal Information to such third parties unless the customer affirmatively agrees to such disclosures, or a policy of not disclosing a customer's Personal Information to such third parties if the customer has exercised an option that prevents that information from being disclosed to third parties for those purposes. Thus, a company may comply with the law by notifying the customer of his or her right to prevent disclosure of Personal Information and providing a cost free means to exercise that right.

As stated in this Privacy Statement, we do not share information with third parties for those third parties' direct marketing purposes. If Epson should decide to change this Privacy Statement in the future, you will be provided an opportunity to opt in or out of any such sharing. Epson may still share your information with third parties and affiliates for many other purposes, such as product safety, customer service, and Epson's own marketing. You cannot prevent sharing for these other purposes.

California customers may request information about our compliance with this law by contacting us at [TechExchange.privacy@exc.epson.co.jp](mailto:TechExchange.privacy@exc.epson.co.jp). Any such inquiry must include "California Privacy Rights Request" in the first line of the description and include your name, street address, city, state, and ZIP code. Please note that we are only required to respond to one request per customer each year, and we are not required to respond to requests made by means other than through this email address.

**Consent to Transfer Information.** The Services are operated in Japan. If you are located outside of Japan, and are accessing or using the Services, please be aware that information you submit to the

Services (Active Collection described above), including Personal Information, and passively collected information (Passive Collection described above) will be transferred to, processed and stored in Japan. By using the Services or providing us with any information through the Services, you consent to this transfer, processing and storage of your information in Japan, and you acknowledge that your information may be accessible to the governments of such destination under local law. Your information may also be shared with the Epson subsidiary in the region in which you register the product as discussed in the Business Transfers section above.

**Security.** Epson takes commercially reasonable steps to help protect and secure Personal Information. However, no data transmission over the Internet, wireless transmission or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information we collect, and you use the Services, and provide us with your information, at your own risk.

**Changes to this Privacy Statement.** Epson may from time to time and without prior notice revise this Privacy Statement. Any changes will be effective immediately when the revised statement is posted on the Services, unless stated otherwise. We will not, however, use your Personal Information in a manner materially different than what was stated in the Privacy Statement posted on the Services at the time your Personal Information was collected unless we receive your consent.

**Contacting Us.** If you have any questions about this Privacy Statement, our practices, or your dealings with the Services, wish to request access to or correction or update of your Personal Information, wish to withdraw your consent (subject to legal or contractual restrictions and reasonable notice), or you have reason to believe Epson may have failed to adhere to this Privacy Statement, you can contact us by email or you can write to:

Privacy Coordinator.  
Seiko Epson Corporation  
CS/Quality Assurance Environment Department  
80 Harashinden, Hirooka, Shiojiri,  
Nagano-ken, Japan  
E-mail: [TechExchange.privacy@exc.epson.co.jp](mailto:TechExchange.privacy@exc.epson.co.jp)