

# Privacy Policy of Mass Printing, Inc.

Effective: May 1<sup>st</sup> 2022

## Welcome

This Privacy Policy (“Privacy Policy”) is designed to help you understand how Mass Printing, Inc. (“MassPrinting”, “we”, “our” or “us”) collects and uses the information, including personal data, that you share when you use [www.massprinting.com](http://www.massprinting.com) and its associated domains (together, the “Site”), as well as the information, software or services made available to you through the Site or otherwise by MassPrinting including, without limitation its MPDocs™ suite of products known as MPconnect™, MPanalytics™, MPtrace™ and MPcancel™ (collectively, “Services”). Except where otherwise expressly indicated in this Privacy Policy or on the Site, this Privacy Policy applies only to information collected on the Site and through the Services. It also describes the choices available to you regarding our use of your Personal Data and how you can access and update this information.

Before submitting information to the Site or Services or by otherwise using the Services, please review this Privacy Policy carefully. By using or accessing the Site or Services, and/or communicating with an MassPrinting agent via mail, email or telephone you are accepting the practices described in this Privacy Policy. You are responsible for submitting accurate information to the Site. If you prefer that we not collect your Personal Data, please do not provide it to us. When you submit your personal and other information on the Site or through your use of the Services, you hereby consent to the collection, use and disclosure of such information as set forth in the Privacy Policy.

## Users Outside Of The United States

The Site and Services are hosted in the United States and are governed by United States law. If you are outside the United States when you visit the Site, use the Services or engage in communications with an MassPrinting agent via mail, e-mail or telephone, please be aware that your information may be transferred to, stored and processed in the United States where our servers are located, and our central database is operated. As you are contracting for the Services with MassPrinting, which is a US company, any information you provide to us, or that we collect through your use of the Services and that is necessary to provide you with the Services, will be stored, processed, and transferred within, or to, the United States. Please be aware that the US and jurisdictions other than the one in which you are located may have a lower standard of data protection laws compared to your own jurisdiction.

## Information We Collect

We collect the information that you share with us, including:

## 1. Personal Data:

“Personal Data” as it is called in some countries, is information that can personally identify you. We maintain one or more databases in the United States to store your Personal Data and may retain it as reasonably required to fulfill the purposes identified herein. Personal Data that we collect depends on how you use the Site or Services. For example, if you register to use or use any of the Services or if you wish to contact us, we may collect your name, email address, IP address, information about other software that you use and the email addresses that you provide to us. If you download and use the Site and/or Services through a mobile device, MassPrinting may collect information regarding the type of device you use, operating system version, the device identifier (or “UDID”), your IP addresses, and associated services from your mobile device.

## 2. General Information:

When you visit the Site or use the Services, we may collect various categories of general non-personal information (“General Information”). General Information includes browser information, operating system information, and the date, time, length of stay and specific pages accessed during your visits to the Site. When possible, General Information may be linked to Personal Data. We do this to improve services we offer you, and for purposes of our analytics.

## Cookies & Other Online Identification Tools

Please see our cookie policy below for information about how MassPrinting utilizes Cookies and other online identification tools.

## Tracking

We do not ask for access or track any location-based information from your mobile device at any time while downloading or using our Services. We may occasionally send you push notifications through the Service’s mobile application to send you email and event notifications and other service related notifications that may be of importance to you. You may at any time opt-out from receiving these types of communications by turning them off at the device level through your settings although turning them off could affect your use of the Services. Providing your Personal Data to us is your choice. If you choose not to provide us with certain Personal Data, you may not be able to take advantage of certain features of the Site and Services.

## Mobile Analytics

We may use mobile analytics software to allow us to better understand the functionality of our Service’s mobile applications on your phone. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We

do not link the information we store within the analytics software to any Personal Data you submit within the mobile app.

## Widgets

Our Web site may include Social Media Features, such as the Facebook Like button and Widgets, such as the Share this button or interactive mini-programs that run on our site. These features may collect your IP address, which page you are visiting on our Site, and may set a cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these features are governed by the privacy policy of the company providing it.

## How We Use Personal Information

Except as specified in this Privacy Policy, MassPrinting does not rent, sell, trade or disclose your Personal Data to third parties without your informed prior consent.

Some specific examples of how MassPrinting may use your Personal Data are:

1. to customize, analyze, adjust and improve the Site and Services to better meet your needs;
2. to facilitate communication between MassPrinting and you;
3. to provide you with information that may interest you, such as our newsletters or emails about our products and services (this information contains a subscriber link allowing you to opt out);
4. to provide you with marketing and promotional information about products and services we believe may interest you (this information contains a subscriber link allowing you to opt out);
5. to administer a survey (if you consent to participate in the survey via a response email);
6. in a customer testimonial posted on the Site;
7. to enforce MassPrinting's agreements with you;
8. to provide you with important administrative information regarding the Site and Services, such as changes to this Privacy Policy, our Terms of Use and our other policies;
9. And to prevent fraud and other prohibited or illegal activities.

## Disclosure Of The Information That We Collect

Unless you have consented or as otherwise described in this Privacy Policy, we will not disclose your Personal Data except for:

### 1. Affiliates.

We may share your information with our Affiliates who perform services or functions for MassPrinting and who may use your information for purposes similar to the purposes for which MassPrinting collects such information. MassPrinting requires all such companies to comply with the terms of this Privacy Policy. For purposes of the foregoing an "Affiliate"

means any corporation, partnership or other entity now existing or hereafter organized that directly or indirectly controls, is controlled by or under common control with MassPrinting;

## 2. Business Partners.

We may share your information with our business partners who may provide services that integrate with the MassPrinting Service. The sharing of this information would be predicated on your use of the integration. MassPrinting does not control our Business Partners' use of the information and their use of the information would be in accordance with their own privacy policies. If you do not want your information shared with these business partners, you can choose not to use the applicable integration.

## 3. Fulfillment of Services.

MassPrinting may retain other companies and individuals to perform functions consistent with our Privacy Policy on our behalf. Examples include customer support specialists, web hosting companies, fulfillment companies (e.g., companies that fill product orders or coordinate mailings), data analysis firms, payment services firms and email service providers. Such third parties may be provided with access to Personal Data needed to perform their functions, but may not use such information for any other purpose.

## 4. Compliance with Law and Fraud Protection.

We may disclose any information, including, without limitation, Personal Data, we deem necessary, in our sole discretion and without your prior permission, to comply with any applicable law such as to comply with a subpoena, regulation, binding orders of a data protection agency, legal process or governmental request. We also may be required to disclose an individual's Personal Data in response to a lawful request by public authorities, including to meet national security or law enforcement requirements. MassPrinting reserves the right to disclose your Personal Data if we believe you have or are violating our Terms of Use or in order to protect or defend MassPrinting's rights or property, even without a subpoena, warrant or other court order;

## 5. Sale or Transfer of Information.

In the event of a sale, merger, liquidation, dissolution or sale or transfer of substantially all of the assets of MassPrinting or the Site, Personal Data and/or other information collected through the Site or the Services may be sold, assigned or transferred to the party acquiring all or substantially all of the equity and/or assets of MassPrinting, the Site and/or Services. In the unlikely event of an insolvency, bankruptcy or receivership, your information also may be transferred as a business asset. By using the Site and Services and submitting your information to us, you consent to the sale and transfer of your information as described in this paragraph. You will be notified via email and/or a prominent notice on our Site of any change in ownership or uses of your Personal Data, as well as any choices you may have regarding your Personal Data; and

## 6. Frames.

Some of our pages utilize framing techniques to serve content to from our partners while preserving the look and feel of our Site. Please be aware that you are providing your Personal Data to these third parties and not to us directly

The Site and/or Services may allow you to connect with other websites, products, or services that we do not control. If you visit or use such services, we recommend that you review and understand their privacy practices before sharing your information with those services.

## Controlling Your Personal Information

If you tell us that you do not want us to use your Personal Data to contact you, MassPrinting will comply with the applicable law. In certain cases MassPrinting will only contact you if instructed to do so. In either case, you may instruct MassPrinting to stop sending you emails, newsletters, or other information. MassPrinting may, however, continue to use your Personal Data to contact you to service your account in conjunction with your use of the MassPrinting Service. Please note that if you use more than one name or e-mail address when communicating with MassPrinting or using the Site, you may continue to receive communications from MassPrinting to any name and/or email address not specified in your opt-out request. We will also provide an individual opt-out or opt-in choice before we share your data with third parties other than (as specified in this Privacy Policy), or before we use it for a purpose other than (as specified in this Privacy Policy). To limit the use and disclosure of your Personal Data, please submit a written request to [privacy@MassPrinting.com](mailto:privacy@MassPrinting.com).

## Withdrawal of Consent

Where you have provided your consent to us for use of your personal data or for other processing of your personal data, you can withdraw your consent at any time by emailing us at [privacy@MassPrinting.com](mailto:privacy@MassPrinting.com). Please see our cookies section for information about withdrawing your consent for cookies. We process your personal data for marketing purposes with your consent and, at any time after providing consent, you have the right to object to our processing of data about you in order to send you promotions, special offers and marketing, and we will stop processing the data for that purpose.

## Access Requests

Under applicable law, certain individuals have access to the Personal Data about them that MassPrinting holds and are able to correct, amend, or delete that information where it is inaccurate, or has been processed in violation of the Privacy Principles. If you would like to modify or delete your Personal Data, please submit a request at [privacy@MassPrinting.com](mailto:privacy@MassPrinting.com) with clear instructions about what you would like modified or deleted. We will respond to your request within 30 days after a complete request is received.

We will retain your information for as long as your account is active or as needed to provide you Services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## Customer Testimonials

We post customer testimonials on our web site which may contain Personal Data. We do obtain the customer's consent via email prior to posting the testimonial to post their name along with their testimonial. To request removal of your Personal Data from Testimonials please contact us by submitting a request at [privacy@MassPrinting.com](mailto:privacy@MassPrinting.com).

## Blog / Forum

Our Site offers publicly accessible blogs or community forums. Our blog is managed by a third party application that may require you to register to post a comment. We do not have access or control of the information posted to the blog. You will need to contact or login into the third party application if you want the Personal Data that was posted to the comments section removed. To learn how the third party application uses your information, please review their privacy policy.

## Security

MassPrinting has implemented technical, administrative and physical security measures to protect your information from unauthorized access and use as described. While MassPrinting strives to protect your information, no data transmission over the Internet is 100% secure and, consequently, we cannot ensure the security of any information.

## Our Site Is Not For Use By Minors

We do not knowingly collect information from minors (individuals below 18 years). To use the Site and Services, you must be the age of legal majority in your place of residence. By using the Site and Services, you hereby represent that you are at least the age of legal majority in your place of residence. We do not use an application or other mechanism to determine the age of users of the Site and Services. All information provided to MassPrinting will be treated as if it was provided by an adult. If, however, we learn that a minor has submitted information about himself/herself to us, we delete the information as soon as possible.

## Third Party Links

We may provide links to third-party web sites that we do not own or control. We are not responsible for the information collection practices of any website that we do not own or control. We encourage you to review and understand the privacy practices of third-party websites before providing any information to or through them.

## Modifications

We may occasionally update this Privacy Policy to reflect changes in our practices. When we post modifications to this Privacy Policy, we will revise the “Effective Date” date at the top of this web page. The modified Privacy Policy will be effective immediately upon posting on the Site. Your continued use of the Site or Services after the posting of the modified Privacy Policy constitutes your agreement to abide and be bound by it. We encourage you to periodically review this page for the latest information on our privacy practices. If you object to any modification, your sole recourse is to stop using the Site and Services.

## California Residents

California law permits individuals who provide MassPrinting with Personal Data and who are California residents to request certain information regarding our disclosure of Personal Data to third parties for their direct marketing purposes. MassPrinting does not, at this time, disclose Personal Data to third parties for their direct marketing purposes. If MassPrinting changes this policy, we will update this provision and provide instructions on how you may make a request for details concerning such information.

## Users and Customers from the EU/EEA

All EU-based individuals, irrespective of their nationality, have certain individual rights under the GDPR, such as:

- 1. The right to be informed** about the collection and use of their personal data.
- 2. The right of access** to find out that is stored about them.
- 3. The right to rectification** of their personal data if it is inaccurate or incomplete.
- 4. The right to erasure** to enable an individual to request the deletion or removal of personal data where there is no compelling reason for its continued processing.
- 5. The right to restrict processing** to ‘block’ or suppress processing of personal data.
- 6. The right to data portability** allowing individuals to obtain and reuse their personal data for their own purposes across different services.
- 7. The right to object** to the processing based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling), direct marketing and/or for purposes of scientific/historical research and statistics.
- 8. Various rights in relation to automated decision making** (making a decision solely by automated means without any human involvement) and profiling (automated processing of personal data to evaluate certain things about an individual).

MassPrinting will abide by the GDPR and provide an adequate level of data protection for personal data received from the EU/EEA and processed, according the privacy protection set forth in this privacy policy. If you would like to exercise these rights, please submit a request to [privacy@ MassPrinting.com](mailto:privacy@MassPrinting.com).

## Severability

The invalidity or unenforceability of any provisions of this Privacy Policy in any country shall not affect the validity or enforceability of any other provision of this Privacy Policy, which shall remain in full force and effect.

## Complaints

In the event that you wish to make a complaint about how we process your Personal Data, please contact us and we will endeavor to deal with your request. This is without prejudice to your right to raise a complaint with the data protection supervisory authority in the EU member state in which you live or work where you think we have infringed data protection laws.

You can also send us any request or inquiry via regular mail to:

Attention: Privacy Officer  
Mass Printing, Inc.  
600 Unicorn Park, Second Floor  
Woburn, MA 10801

## Cookie Policy of MassPrinting, Inc.

Last Updated: May 1<sup>st</sup>, 2022

### Cookies & Other Online Identification Tools

Mass Printing, Inc. (“us,” “we,” or “our”) uses cookies and web beacons on our Website and our Services (the “Service”). By using the Service, you consent to the use of cookies.

This Cookies Policy contains information on what ‘cookies’ are, the types of cookies and beacons MassPrinting uses on its website and within its application, how to change your browser’s cookie policy and where to get more information about cookies. If you have further questions that this page doesn’t answer, please email [privacy@MassPrinting.com](mailto:privacy@MassPrinting.com)

### What’s A Cookie?

A “cookie” is a small file or tool sent from a website to your web browser and stored on your computer. A “session cookie” is comprised of temporary bits of information that are erased once you exit your web browser or turn off your computer. A “persistent cookie” is comprised of more permanent bits of information that are placed on the hard drive of your computer and stay there until you delete the cookie. A persistent cookie enables a website to recognize you when you return.



## How MassPrinting Uses Cookies

MassPrinting uses various types of session and persistent cookies to help you access and navigate the Site more efficiently, to customize your experience of the Site and Services, to store certain information that you previously provided (such as username and password), to authenticate users and to statistically monitor how many users are using the Site and Services. Such cookies are not “strictly necessary” for the Site and Services and collect Personal Data. If you have concerns about our use of Cookies, we suggest that you set your browser to notify you when a cookie is placed or decline the receipt of cookies; however, certain features of the Site and Services will not function properly or be available if your browser is configured to disable cookies.

MassPrinting also may use web beacons (a.k.a. clear GIFs, web bugs or pixel tags) to personalize your experience of the Site and Services. Web beacons usually are not visible to you and are delivered by a web browser as part of a web page request or in an email. Web beacons collect General Information, such as the number and time of interactions with an email containing a web beacon, the type of browser used and IP address. Web beacons may be used alone or in conjunction with cookies; when web beacons are used with cookies, they may link General Information to Personal Data.

The use of cookies by our partners is not covered by our privacy policy. We do not have access or control over these cookies. Our partners use session ID cookies to provide us with information about how you use our service.

## Turning Cookies On/Off In Your Browse

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Where can you find more information about cookies?

You can learn more about cookies and the following third-party websites:

- All About Cookies: <http://www.allaboutcookies.org/>
- Network Advertising Initiative: <http://www.networkadvertising.org/>