

Privacy policy



This privacy policy sets out how byFlow B.V. uses and protects any information that you give byFlow B.V. when you get in touch with us, especially when you: place an order, subscribe to a newsletter, fill out a contact form, use a webchat, register for an event.

byFlow B.V. is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

This policy is effective from 25.05.2018. If we need to change the contents of this policy we will inform you about this via email.

1. What we collect

We might collect and process the following information:

- Name and surname,
- Company name and job title,
- Contact information, especially email address,

Information regarding your computer and your visits to this website, including: IP-address, geo-location, browser, source of reference, visiting time, pages and actions taken during the visit.

2. What we do with the information we gather

We require this information to provide you with a better service, and in particular for the following reasons:

- to provide you the product and company updates, as well as industry news, through direct email marketing,
- to better understand the needs of our target group and improve our product and services accordingly.

3. Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

4. Your rights

You have the right to request information regarding the personal data that we process of you and have inaccurate information corrected.

You have the right to demand that we remove the personal data we have of you, i.e. if information no longer is needed to achieve the purpose they were collected for or if you no longer wish to receive direct marketing etc.

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to give the consent for your personal data to be collected, do not agree.
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by emailing us at info@3dbyflow.com or by clicking the *unsubscribe* link in the footer of newsletters you receive from us.

5. byFlow Studio

byFlow studio, a product of byFlow, is an online platform for 3D Food Printing which includes a software for creating personalized designs. Every customer of byFlow who purchases an access (a licence) to byFlow Studio and creates an account must agree first to the following terms and conditions of the privacy policy:

byFlow collects and processes following data and content of byFlow studio users:

- uploaded images;
- company name, first name, last name of the account holder;
- email address and mac address of the account holder;
- serial number of the Focus 3D Food Printer owned by the account owner;

The above mentioned data and content is used for:

- improving byFlow's products and services, especially functionality of byFlow Studio;
- Staying in touch with the users via standard emails, e.g. password reset.
- Email marketing activities of byFlow

byFlow tracks the analytics of the users behaviour, only for the purpose of improving company's products and services, never for the purpose of selling them to the external parties or for targeted advertisements.

Every user have a right to:

- Unsubscribe from byFlow's email marketing lists;
- Delete an account with byFlow Studio at any time;
- Demand that any data or content related to the account stored by byFlow is permanently removed.