

Canon Print Shop Privacy policy

This Privacy Policy explains how we process the personal data that we collect from you when you use Canon Print Shop services ("Services").

1. Information we collect

We collect your personal data when you sign up and/or when use our Services:

- Upon signing up: you will be asked for several personal details that are necessary to create your account and offer you our Services. These fields are marked as compulsory. Additional personal details may voluntarily be provided by you, which will enable us to provide full-featured Services and a higher degree of customization.
- When you use our Services, either if you previously signed up for them or not: we will collect and process personal data regarding your use of such Services to improve your overall experience. You may limit the amount of information we collect by setting your privacy preferences in our Services, modifying the settings of your device or browser, or through the way you use our Services.

1.1 Personal Information

1.1.1 Personal Details

This is information you give us which personally identifies you, such as your name, email address, telephone number, date of birth or home address. Your personal details will be processed for the following purposes:

- To verify your identity and assist with the identification of users:
 - For example, your email address acts as your username to sign into your account and access Services.
 - Your mobile phone number provides one way in which we can verify your identity and make it easier for you to get back into your account if you ever forget your password.
- To determine the appropriate Services for you:
 - We use your date of birth to determine your age and the Services available to you, as applicable.
- To send important notices:
 - For example, we ask for your email address so that we can send you a confirmation of your orders.
 - We will also send you communications about purchases or changes to our terms, conditions, and policies.
- To improve your user experience and the overall quality of our Services:
 - Knowing your basic personal details lets us personalize any communications we send to you.

1.2 Information about your activities

1.2.1 Device Information and Interactions

This entails the tracking of your actions when you access and use our Services. It includes information about the devices and methods you use to interact with Services and content.

We capture information about your Operating System and Internet Browser when you visit a use our Services, including information that is automatically logged when you use our Services (e.g. requested information, timestamp, IP address). Where required by applicable laws, prior to the storage or caching (temporary storage) of or access to data on your device, we will obtain your consent after providing you with clear and comprehensive information about the purposes of the processing of your personal data.

We will process your device and interactions information for the following purposes:

- To provide, maintain, protect and improve products and Services, and to develop new ones:
 - When you install a Canon mobile app, a unique application number along with information about your device is sent to Canon, making it easier for Canon to maintain its apps and Services and offer automatic updates.
- To improve your user experience and the overall quality of our Services:
 - Device and platform identifiers let us know which device you are using to access our Services in order to customize and optimize them to your device and improve your overall user experience (e.g., providing more relevant content and advertising on the device or browser you are using).
 - Storing data locally on your device allows us to improve things like website performance and loading of content even when you are offline.
- To provide you with more useful information, more relevant content and offers, and latest news about products and events:
 - For example, following a link to a tutorial from a marketing email, or following Canon on Facebook or Twitter.
 - Understanding how and where you interact with Canon means we can provide you with more personalized and helpful information through your preferred communication channels.
- To protect our users and Canon:
 - We can monitor unusual or suspicious activities on our Services, such as automated abuse, so that we can address it quickly and inform you about potentially fraudulent activities affecting your account.
 - We might also use your personal information for internal auditing, in order to comply with applicable legal requirements.

1.2.2 Product Details, Product Usage and Support History

This is information about your Canon products (such as product model, serial number and purchase date), of how you set up and use your Canon products (e.g. camera and lens settings) and our Services, as well as details on your Customer Service, Warranty and Repairs interactions with Canon.

Some of the information under this category does not qualify as personal information, but we will apply any necessary safeguards to ensure as well the privacy of this information. We will process this data for the following purposes:

- To provide you with more useful information, more relevant content and offers, and latest news about products and events:
 - For example, understanding the camera settings you like to use means we can provide you with more personalized and helpful information, such as expert hints and tips, learning resources, or details about relevant training courses.
- To provide, maintain, protect and improve products and services, and to develop new ones:
 - Understanding how our customers use our products help us identify features that we need to improve or add to future products.
- To help solve any issues you might have with Canon products and Services:
 - We require your product information so that we can troubleshoot your queries more effectively, providing you with information which is specific to your Canon product.
 - Understanding your Operating System (OS) allows us to troubleshoot your query more effectively, for example, by providing you with information about relevant driver downloads.
 - We will use this information to evaluate whether your Canon product is eligible for warranty coverage.

1.3 Files and other content

1.3.1 Files

This category includes images that you upload to Canon Services, and their relevant descriptions and metadata. We hold no rights over the content you upload to our Services unless you expressly grant them to Canon, but you authorize us to use this information for the following purposes:

- We will use your pictures and other images you provide to deliver you the printing Services;
- To provide customers with more useful information, more relevant content and offers, and latest news about products and events:
 - Understanding the type of photos you like to take means we can provide you with more personalized and helpful information, such as expert hints and tips, learning resources, or details about relevant training courses.

1.4 Information we receive from third parties

When you use social login, we retrieve basic profile information from your chosen social identity provider for the following purposes:

- To verify your identity and assist with the identification of users:
 - If you sign up to our services using a social media site, we receive basic profile information like your name, age range and country of residence.
- To provide, maintain, protect and improve products and Services, and to develop new ones:

- We may use social network identifiers if you are automatically syncing content from that site, such as adding photos to online photo storage services from Facebook.

1.5 Settings and Preferences

Our Services may allow you to specify your personal preferences (e.g. preferred language). Users may also specify their privacy preferences with regards to things like receiving marketing communications.

- We use this information to improve your user experience and the overall quality of our services:
 - Knowing your country and language allows us to display our Services in your local language, time zone and regional formats.

1.6 Location Information

We gather your location data, including real-time geographic location, where you have expressly authorized us in accordance with your privacy settings of Canon Print Shop app or your devices. We use Location Information for the following purposes:

- To improve your user experience and the overall quality of our services:
 - We can use any geographic information contained within your photos to help you catalogue your images by location.
- To provide you with more useful information, more relevant content and offers, and latest news about products and events:
 - We can serve you with content which is relevant to your current location.
- To verify your identity and assist with the identification of users:
 - For example, Canon verifies your IP address in some territories during the sign-up process to ensure that you are willing to sign up for our Services and to mitigate the risks of identity theft.
 - We do not use your location information to track your private activity for purposes other than those set in this section.
 - We do not share location information with third parties other than Canon group companies nor sell it to anyone.

1.7 Purchase Information

This comprises information about goods and services you buy through Canon Print Shop, for the following purposes:

- To provide, maintain, protect and improve products and services, and to develop new ones:
 - We use your purchase information in order to complete and fulfil any orders you place through the Services.
 - We customize our Services according to your purchase history.
- To send important notices, such as communications about purchases or changes to our terms, conditions, and policies:
 - We use your purchase information to ensure we send you an accurate order confirmation email.

1.8 Payment Information

We will not process or store your bank or credit/debit card details used when purchasing goods and services through Services. Payments for purchases will be completed through third-party payment platforms. Your banking details will not be shared with us.

2. How we share your information

KITE TECH Limited, a Canon company, registered office at 3 The Square, Stockley Park, Uxbridge, UB11 1ET and Canon Europa N.V. located at Bovenkerkerweg 59, 1185 XB Amstelveen, The Netherlands, are the data controllers, that are, the entities determining the purposes and means of the processing of the personal data collected from you.

The personal data processed when you use our Services will not be transferred without your prior explicit consent, to other individuals or businesses, for their own use, other than the data controllers. Some vendors or other entities with whom we have a business relationship to provide products, services will, however, have access to and process your personal information, but only on behalf of us and only to supply services to us related to the purposes set in this Privacy Policy.

We are committed to protecting your privacy. Your personal data is held on secure servers and is not processed for any purposes other than those set out in this Privacy Policy. The servers we use to store this information are accessible to authorized staff only and we ensure that adequate security measures are in place.

3. Intended age

Our Services are only available to those who are the age of majority in the jurisdiction in which they reside. Access and use of our Services by anyone under the age of majority is only permitted with the express permission of a parent or legal guardian.

4. How to exercise your rights

You have the right to access, correct, update or delete your data as well as any other right applicable in your jurisdiction by sending a corresponding request to: Support@kite.ly

Note that after the deletion of your personal data, it cannot be recovered and any data and content stored on the Services will also be permanently deleted. We will also delete your personal data once it is no longer necessary for the purposes for which it was originally collected.

We will need to hold your personal information locked where required by applicable laws and during the relevant statutes of limitations, even if you ask for its deletion. This term should typically not exceed 5 years in most jurisdictions. We will not delete your personal data where it refers to an active relationship or a product or service explicitly requested by you (e.g. a recent purchase made through Canon Print Shop).

5. Your commitments

By signing in to any of our services and accepting this Privacy Policy, you confirm that you are above the age applicable in your jurisdiction for engaging in contracts. You also confirm that you have previously gathered any necessary parental/guardian consent required in your country of residence, where applicable. We will contact you at any time in order to check the above and reserve the right to suspend or delete your account in case you cannot prove this.

You guarantee the quality of the information provided in our Services. All personal data you send to us must be real, accurate and kept up to date. You take full responsibility that your information is accurate, updated and that it complies with this principle. You also guarantee that you have gathered the explicit consent from anyone holding any personal image, intellectual property or other rights over your content, authorizing you to upload and store it in our Services.

By signing up for any of our Services, you authorize us to use such data for the purposes described in the registration and in this Privacy Policy. You expressly agree to the processing of your personal data in the terms set in this Privacy Policy and its transfer to us.

6. Changes to this Privacy Policy

We will update our Privacy Policy from time to time to ensure you are promptly informed of our data processing activities. We will not engage in any processing operations that might put in risk your personal information, and will gather your explicit consent where necessary to safeguard your right to privacy. We will keep you updated on any changes to this Privacy Policy through the Services. We will also use any of the communication methods provided by you to inform you on important changes to this Privacy Policy. If you continue using our Services after having been unequivocally informed on the updated Privacy Policy, you agree to be bound by the updated terms.

7. Contacting Canon Print Shop team

Please contact us with any questions or comments about this Privacy Policy at: support@kite.ly

Last modified: 2017-10-11

Version: 1.0.1