

3D Systems Corporation

EU/Swiss-U.S. Privacy Shield: Consumer Privacy Policy

Last Updated: November 9, 2021

3D Systems Corporation and its affiliates and subsidiaries 3D Systems, Inc., Geomagic, Inc., and Medical Modeling, Inc. (collectively “3D Systems”) respect your concerns about privacy. 3D Systems participates in the EU-U.S. and Swiss-U.S. Privacy Shield frameworks (collectively, the “Privacy Shield”) issued by the U.S. Department of Commerce. 3D Systems commits to comply with the Privacy Shield Principles with respect to Consumer Personal Data the company receives from the EU, UK and Switzerland in reliance on the Privacy Shield. This Policy describes how 3D Systems implements the Privacy Shield Principles for Consumer Personal Data.

“**Consumer**” means any natural person who is located in the EU, UK or Switzerland, but excludes any individual acting in his or her capacity as an Employee.

“**Controller**” means a person or organization which, alone or jointly with others, determines the purposes and means of the processing of Personal Data.

“**Employee**” means any current, former or prospective employee, contractor, intern or temporary worker of 3D Systems or any of its EU, UK or Swiss subsidiaries or affiliates, or any related individual whose Personal Data 3D Systems processes in connection with an employment relationship, who is located in the EU, UK or Switzerland.

“**EU**” means the European Union and Iceland, Liechtenstein and Norway.

“**Personal Data**” means any information, including Sensitive Data, that is (i) about an identified or identifiable individual, (ii) received by 3D Systems in the U.S. from the EU, UK or Switzerland, and (iii) recorded in any form.

“**Privacy Shield Principles**” means the Principles and Supplemental Principles of the EU-U.S. and Swiss-U.S. Privacy Shield frameworks.

“**Processor**” means any natural or legal person, public authority, agency or other body that processes Personal Data on behalf of a Controller.

“**Sensitive Data**” means Personal Data specifying medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership (including trade union-related views or activities), sex life (including personal sexuality), information on social security measures, the commission or alleged commission of any offense, any proceedings for any offense committed or alleged to have been committed by the individual or the disposal of such proceedings, or the sentence of any court in such proceedings (including administrative proceedings and criminal sanctions).

“UK” means the United Kingdom.

3D Systems’ Privacy Shield certification, along with additional information about the Privacy Shield, can be found at <https://www.privacyshield.gov/>. For more information about 3D Systems’ processing of Consumer Personal Data, please visit 3D Systems’ [Online Privacy Notice](#).

Types of Personal Data 3D Systems Collects

3D Systems obtains Personal Data about Consumers in various ways. For example, 3D Systems collects Personal Data directly from Consumers when they interact with 3D Systems’ website and mobile apps (collectively, the “Services”). The company may use this information for the purposes indicated in 3D Systems’ [Online Privacy Notice](#).

The types of Personal Data 3D Systems collects directly from Consumers include:

- contact information (such as name, telephone number, and postal and email address);
- user-generated content related to product preferences, comments, questions and answers;
- information about a customer’s organization (such as company name, job title, department, country, work location, billing and payment information, and other information required to establish a customer relationship and provide information about the products and services offered to the customer’s organization);
- social media information (such as social media handles, content and other data shared with 3D Systems through social media pages, including 3D Systems’ social media pages or other pages accessible to 3D Systems);
- other information individuals choose to provide, such as when attending an event with 3D Systems, its affiliates or partners, or through 3D Systems’ “Contact Us” feature or other forms available on 3D Systems’ website; and
- device IP address, unique device identifier, web browser characteristics, device characteristics, operating system, language preferences, referring URLs, clickstream data, and dates and times of website visits.

Additionally, as described in 3D Systems’ [Online Privacy Notice](#), 3D Systems may obtain certain Personal Data about individuals through healthcare professional users (including hospitals or similar health care providers or one of their representatives) of 3D Systems’ products and services, in which case they are responsible for obtaining and handling any required consents or for having another legitimate basis for processing such information to the extent required by applicable law.

3D Systems uses the Consumer Personal Data it obtains for the following purposes:

- provide its products and services;
- fulfill transactions;
- communicate with Consumer, respond to inquiries and offer customer support;
- process claims;
- operate, evaluate and improve 3D Systems’ products and business (including administering its site, developing new products and services, enhancing, improving and

analyzing its products and services, managing communications, analyzing its customer base and site and performing data analytics, accounting, auditing and other internal functions);

- perform market research and customer surveys; advertise and market products and services; determine the effectiveness of advertising and marketing; maintain and enhance the safety and security of its site, products and services and prevent misuse; maintain business records;
- store data and use information technology;
- exercise rights and remedies and defend against legal claims;
- protect against, identify and prevent fraud and other criminal activity, claims and liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and 3D Systems policies.

Where 3D Systems has a contract with an individual, it processes Consumer Personal Data as necessary to perform the contractual relationship, provide its products and professional services and manage the customer relationship, including: accounting, auditing, billing and collection activities and other internal functions; service delivery and customer support; offering legal support and managing contracts, orders and deliveries; and managing customer accounts.

3D Systems also may obtain and use Consumer Personal Data in other ways for which 3D Systems provides specific notice at the time of collection.

3D Systems' privacy practices regarding the processing of Consumer Personal Data comply with the Privacy Shield Principles of Notice; Choice; Accountability for Onward Transfer; Security; Data Integrity and Purpose Limitation; Access; and Recourse, Enforcement and Liability.

Notice

3D Systems provides information in this Policy and the company's [Online Privacy Notice](#) about its Consumer Personal Data practices, including the types of Personal Data 3D Systems collects, the types of third parties to which 3D Systems discloses the Personal Data and the purposes for doing so, the rights and choices Consumers have for limiting the use and disclosure of their Personal Data, and how to contact 3D Systems about its practices concerning Personal Data.

Relevant information also may be found in notices pertaining to specific data processing activities.

Choice

3D Systems generally offers Consumers the opportunity to choose whether their Personal Data may be (i) disclosed to third-party Controllers or (ii) used for a purpose that is materially different from the purposes for which the information was originally collected or subsequently authorized by the relevant Consumer. To the extent required by the Privacy Shield Principles, 3D Systems obtains opt-in consent for certain uses and disclosures of Sensitive Data. Consumers may contact 3D Systems as indicated below regarding the company's use or disclosure of their

Personal Data. Unless 3D Systems offers Consumers an appropriate choice, the company uses Personal Data only for purposes that are materially the same as those indicated in this Policy.

Sharing of Consumer Personal Data

3D Systems shares Consumer Personal Data with its affiliates and subsidiaries for purposes of operating 3D Systems' business and providing 3D Systems products and services. 3D Systems also may share Consumer Personal Data with third-party Processors the company retains to perform services on its behalf, such as marketing, analytics, IT hosting, payment processing, accounting, consulting and legal services. These third-party Processors may use Consumer Personal Data only on 3D Systems' behalf and pursuant to 3D Systems' instructions, for the purpose of providing services to 3D Systems such as those described above. 3D Systems may disclose Consumer Personal Data without offering an opportunity to opt out, and may be required to disclose the Personal Data, (i) to third-party Processors the company has retained to perform services on its behalf and pursuant to its instructions, (ii) if it is required to do so by law or legal process, or (iii) in response to lawful requests from public authorities, including to meet national security, public interest or law enforcement requirements. 3D Systems also reserves the right to transfer Personal Data in the event of an audit or if the company sells or transfers all or a portion of its business or assets (including in the event of a merger, acquisition, joint venture, reorganization, dissolution or liquidation).

Accountability for Onward Transfer of Personal Data

This Policy and 3D Systems' [Online Privacy Notice](#) describe 3D Systems' sharing of Consumer Personal Data.

Except as permitted or required by applicable law, 3D Systems provides Consumers with an opportunity to opt out of sharing their Personal Data with third-party Controllers. 3D Systems requires third-party Controllers to whom it discloses Consumer Personal Data to contractually agree to (i) only process the Personal Data for limited and specified purposes consistent with the consent provided by the relevant Consumer, (ii) provide the same level of protection for Personal Data as is required by the Privacy Shield Principles, and (iii) notify 3D Systems and cease processing Personal Data (or take other reasonable and appropriate remedial steps) if the third-party Controller determines that it cannot meet its obligation to provide the same level of protection for Personal Data as is required by the Privacy Shield Principles.

With respect to transfers of Consumer Personal Data to third-party Processors, 3D Systems (i) enters into a contract with each relevant Processor, (ii) transfers Personal Data to each such Processor only for limited and specified purposes, (iii) ascertains that the Processor is obligated to provide the Personal Data with at least the same level of privacy protection as is required by the Privacy Shield Principles, (iv) takes reasonable and appropriate steps to ensure that the Processor effectively processes the Personal Data in a manner consistent with 3D Systems' obligations under the Privacy Shield Principles, (v) requires the Processor to notify 3D Systems if the Processor determines that it can no longer meet its obligation to provide the same level of protection as is required by the Privacy Shield Principles, (vi) upon notice, including under (v) above, takes reasonable and appropriate steps to stop and remediate unauthorized processing of

the Personal Data by the Processor, and (vii) provides a summary or representative copy of the relevant privacy provisions of the Processor contract to the Department of Commerce, upon request. 3D Systems remains liable under the Privacy Shield Principles if the company's third-party Processor onward transfer recipients process relevant Personal Data in a manner inconsistent with the Privacy Shield Principles, unless 3D Systems proves that it is not responsible for the event giving rise to the damage.

Security

3D Systems takes reasonable and appropriate measures to protect Consumer Personal Data from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the risks involved in the processing and the nature of the Personal Data.

Data Integrity and Purpose Limitation

3D Systems limits the Consumer Personal Data it processes to that which is relevant for the purposes of the particular processing. 3D Systems does not process Consumer Personal Data in ways that are incompatible with the purposes for which the information was collected or subsequently authorized by the relevant Consumer. In addition, to the extent necessary for these purposes, 3D Systems takes reasonable steps to ensure that the Personal Data the company processes is (i) reliable for its intended use, and (ii) accurate, complete and current. In this regard, 3D Systems relies on its Consumers to update and correct the relevant Personal Data to the extent necessary for the purposes for which the information was collected or subsequently authorized. Consumers may contact 3D Systems as indicated below to request that 3D Systems update or correct relevant Personal Data.

Subject to applicable law, 3D Systems retains Consumer Personal Data in a form that identifies or renders identifiable the relevant Consumer only for as long as it serves a purpose that is compatible with the purposes for which the Personal Data was collected or subsequently authorized by the Consumer.

Access

Consumers generally have the right to access their Personal Data. Accordingly, where appropriate, 3D Systems provides Consumers with reasonable access to the Personal Data 3D Systems maintains about them. 3D Systems also provides a reasonable opportunity for those Consumers to correct, amend or delete the information where it is inaccurate or has been processed in violation of the Privacy Shield Principles, as appropriate. 3D Systems may limit or deny access to Personal Data where the burden or expense of providing access would be disproportionate to the risks to the Consumer's privacy in the case in question, or where the rights of persons other than the Consumer would be violated. Consumers may request access to their Personal Data by contacting 3D Systems as indicated below.

Recourse, Enforcement and Liability

3D Systems has mechanisms in place designed to help assure compliance with the Privacy Shield

Principles. 3D Systems conducts an annual self-assessment of its Consumer Personal Data practices to verify that the attestations and assertions 3D Systems makes about its Privacy Shield privacy practices are true and that 3D Systems' privacy practices have been implemented as represented and in accordance with the Privacy Shield Principles.

Consumers may file a complaint concerning 3D Systems' processing of their Personal Data. 3D Systems will take steps to remedy issues arising out of its alleged failure to comply with the Privacy Shield Principles. Consumers may contact 3D Systems as specified below about complaints regarding 3D Systems' Consumer Personal Data practices.

If a Consumer's complaint cannot be resolved through 3D Systems' internal processes, 3D Systems will cooperate with JAMS pursuant to the JAMS Privacy Shield Program, which is described on the JAMS website at <https://www.jamsadr.com/eu-us-privacy-shield>. Following the dispute resolution process, the mediator or the Consumer may refer the matter to the U.S. Federal Trade Commission, which has Privacy Shield investigatory and enforcement powers over 3D Systems. Under certain circumstances, Consumers also may be able to invoke binding arbitration to address complaints about 3D Systems' compliance with the Privacy Shield Principles.

How to Contact 3D Systems

To contact 3D Systems with questions or concerns about this Policy or 3D Systems' Consumer Personal Data practices:

Write to:

3D Systems Corporation
333 Three D Systems Circle
Rock Hill, South Carolina 29730

E-mail: compliance@3dsystems.com