

Privacy Policy

1. Introduction

This Privacy Policy explains how byFlow B.V. (“we,” “us,” or “our”) collects, uses, and protects your personal data when you interact with us, including when you place an order, subscribe to our newsletter, fill out a contact form, use our webchat, register for an event, or use our byFlow Studio(+) platform. We are committed to safeguarding your privacy and ensuring your personal data is processed in accordance with applicable laws, including the General Data Protection Regulation (GDPR).

This policy is effective from March 25, 2025. We will notify you via email of any material changes to this policy.

2. Information We Collect

We collect the following types of personal data:

- **Identity and Contact Data:** Name, surname, company name, job title, and contact information (e.g., email address, phone number where provided).
- **Technical Data:** Information about your device and website visits, including IP address, geo-location, browser type, referral source, visit duration, pages viewed, and actions taken. This data is collected for analytics and to enhance user experience, and may be linked to your identity unless anonymized.
- **byFlow Studio(+)-Specific Data** (for users with an account):
 - Uploaded user files and saved projects.
 - Account holder’s company name, first name, last name, and email address.
 - Serial number and MAC address of the purchased machines from byFlow

3. How We Use Your Information

We process your data for the following purposes:

- To fulfill orders, provide services, and respond to inquiries.
- To send product updates, company news, and industry insights via email marketing (with your consent where required).
- To analyze user needs and improve our products, services, and website functionality.
- For byFlow Studio(+): To enhance platform features, send standard emails (e.g., password resets), and track usage analytics (solely for internal improvement, not for external sale or targeted ads).

4. Legal Basis for Processing

We process your data based on:

- **Consent:** For email marketing and certain data collection (e.g., via forms or cookies).
- **Contractual Necessity:** To fulfill orders or provide byFlow Studio(+) access.
- **Legitimate Interests:** To improve our services and analyze usage, provided this doesn’t override your rights.

5. Data Sharing and Disclosure

We do not sell your data. We may share it with:

- Service providers (e.g., email or analytics platforms) acting on our behalf, under strict confidentiality agreements.
 - Legal authorities if required by law.
- If data is transferred outside the European Economic Area (EEA), we ensure safeguards like Standard Contractual Clauses are in place.

6. Data Security

We implement industry-standard measures to protect your data, including encryption (e.g., SSL/TLS for data transmission), secure storage, and restricted access controls, to prevent unauthorized access, disclosure, or loss.

7. Your Rights

Under GDPR and applicable laws, you have the right to:

- **Access:** Request a copy of your personal data.
- **Rectification:** Correct inaccurate or incomplete data.
- **Erasure:** Request deletion of your data when no longer needed or if you withdraw consent.
- **Restriction:** Limit processing under certain conditions.
- **Data Portability:** Receive your data in a structured, machine-readable format.
- **Object:** Oppose processing based on legitimate interests (e.g., marketing).
- **Withdraw Consent:** Opt out of marketing or data collection at any time.

To exercise these rights, contact us at info@3dbyflow.com or unsubscribe via newsletter links.

8. Data Retention

We retain your data only as long as necessary for the purposes outlined:

- **Marketing data:** Until you unsubscribe or consent is withdrawn.
- **Order-related data:** For legal compliance.
- **byFlow Studio(+) data:** Until account deletion, with residual analytics data anonymized thereafter.

9. Cookies and Tracking Technologies

We use cookies and similar tools to collect technical data for analytics, functionality, and marketing purposes. You can manage preferences via our cookie consent tool on the website.

10. Contact Information

For privacy questions or to exercise your rights, email us at info@3dbyflow.com or write to: byFlow B.V., High Tech Campus 12, 5656AE Eindhoven, The Netherlands.

11. Changes to This Policy

We may update this policy and will notify you via email of significant changes.