

# PointFuse Privacy Policy

Effective 11th March 2024

## Commitment to Protect Your Privacy

PointFuse Ltd is committed to protecting your privacy. You can visit most pages on our website without giving us any information about yourself. But sometimes we do need information to provide information or services that you request. This document is designed to give a clear explanation of our data processing practices and describes how we collect, store and process your personal information.

If you have any questions or concerns relating to our site or would like to find out more about how we collect, store or use your personal data, please contact our Data Protection Manager.

Jason Pay  
PointFuse Ltd  
Unit 15c  
Blackpole East  
Blackpole Road  
Worcester  
WR3 8YB  
[data@pointfuse.com](mailto:data@pointfuse.com)

## About Us

PointFuse Ltd is a software development company that develops conversion software that rapidly and automatically creates intelligent 3D models with separable objects from large scale point cloud data. Its users include those handling point cloud data derived from handheld, mobile, terrestrial, and aerial LIDAR scanners and photogrammetry. PointFuse software delivers, for

example, an efficient solution in BIM workflows and other processes and integrates with popular 3D modelling and BIM software solutions. PointFuse software is offered internationally on a subscription basis and is supported from offices in the United Kingdom

Find out more here: [pointfuse.com](https://pointfuse.com)

## **The Information We Collect & the Primary Purpose for Collection**

The personal information you provide is being collected for legitimate business purposes, which includes processing enquiries, orders and sales of products and services, keeping you informed about events, new products or offers, and providing the best possible service and support to you.

Sharing your personal details with us is voluntary. However, if you do not provide the information requested, we may be unable to process your order or enquiry. All information provided by you will be held in the strictest confidence, taking account of your personal data rights. We only collect the personal information that is necessary for the purposes mentioned above. It includes the following but is not limited to your:

- Full Name & Job Title
- Company Name & Address
- Phone & Fax Number
- Email Address
- Interest Areas & Preferences
- Business and Payment Information

We receive information about you when you use our website, complete forms online, contact us by phone, live chat or otherwise at trade shows, meetings and events.

## Use of Cookies & Log Files

When you visit our website, a cookie (a very small text file) is placed on your device – unless your browser is set to reject cookies.

If you accept the cookie, it is used to provide you with a personalised experience, and also to maintain quality of the service and to provide general statistics regarding use of our website. Cookies are also used in connection with the membership of or subscription to our site.

If you do not accept cookies, you will be able to view the majority of our site, but you will not be able to register as a site member. The information PointFuse collects about your device hardware and software includes but is not limited to:

- IP Address
- Browser Type
- Operating System
- Access Times
- Referring Website Addresses

## Information Sharing: Who We Intend to Share Information With and Why

We do not rent or sell our customer e-mail lists or data. We may share your personal information with our partner companies such as resellers or others offering similar products and services related to your interest in PointFuse. In the event that the business or party of the business are acquired by a third party, we may share your details with the third-party acquirer. If you do not consent to share your personal information with third party organisations please email [data@pointfuse.com](mailto:data@pointfuse.com). We also share your business trading information with our accountant and financial advisers.

## Links to Other Websites

Where PointFuse Ltd provides links to other sites, please be aware that we are not responsible for the content or privacy practices of such other sites. This privacy statement applies solely to the information collected by PointFuse Ltd.

## Surveys & Promotions

From time to time we may run surveys and promotions and may request information from users as part of these. Participation in either is entirely voluntary.

## Security

Our company takes precautions to protect your information. When users submit sensitive information (such as credit card details) over the internet, we (or our data processors) protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol. Access to all of our users' information is restricted. Only employees who need the information to perform a specific job are granted access to personally identifiable information. The servers that we use to store personally identifiable information are run and maintained by various data processors who conform to strict security protocols. Certificates for Data Processing Addendum (DPA) have been obtained and can be presented on request. Data processors we currently use include: Zoom, Google, Zoho, DigitalRiver, PayPal, Stripe, Nalpeiron, Microsoft Azure and Teams, SendGrid, and Transmail.

## Correcting, Updating or Removing Your Personal Information

Our company will make every attempt to keep your personal data accurate, complete, and up to date. If your personal information is incorrect, changes, or if you no longer wish to receive information

from us, please email [data@pointfuse.com](mailto:data@pointfuse.com). We will endeavour to correct, update, or remove your information as swiftly as possible.

### Direct Marketing

If you no longer wish to receive newsletters or promotional materials, you may opt out of receiving these communications. You can do so by following the unsubscribe link in the email footer, by returning the letter in the post with “unsubscribe” marked on it, or by emailing [data@pointfuse.com](mailto:data@pointfuse.com) and ask to be unsubscribed.

### Notification of Changes

PointFuse reserves the right to amend this privacy notice. In such cases the ‘last updated’ date will be amended accordingly and you will be informed via a statement prominently displayed on the website.

### GDPR Compliance & Right to be Forgotten

PointFuse respects your right to privacy. We ensure all data is managed lawfully, fairly and transparently. Where we use third parties to acquire or hold data, we hold those parties to the same high standard. You have a right to be forgotten and can email us at [data@pointfuse.com](mailto:data@pointfuse.com) to request to see your personal data, have it removed, or request any other information related to your privacy.

### Data Storage and Retention

The personal data we hold is stored on cloud based servers via our data processors (as mentioned under ‘Security’ above). All our data processors are obliged to abide by European levels of data protection. Our company retains data for the duration of your

business relationship with us and for accounting and legal reasons for five years after your last transaction with us. For more information on where and how long your personal data is stored, and for more information on your rights of erasure, please contact the our company's data protection manager at [data@pointfuse.com](mailto:data@pointfuse.com).

### Anti-Spam Legislation

PointFuse has taken all reasonable steps to comply with anti-spam legislation. We only email contacts with whom we have had a trading relationship within the last two years, individuals who may have enquired about an event or requested information within the last six months, or those who have opted in to receive our marketing communications on a continual basis. Should you receive an unsolicited email from us, please email [data@pointfuse.com](mailto:data@pointfuse.com) and we will swiftly remove your details. PointFuse Ltd will take all reasonable steps possible to ensure that your data is treated securely and in accordance with this Privacy Notice, applicable laws and our general terms and conditions of trading.

If you do not consent to the storing or processing of your personal information please email [data@pointfuse.com](mailto:data@pointfuse.com)