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WHITE PAPER

# Data Privacy

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# Introduction

This paper provides an overview of how EFI, Inc. (“EFI”), on behalf of itself and its affiliates, complies with the applicable data privacy laws and regulations to protect Personal Data that it collects and retains. With the introduction of regulations, such as the GDPR, CCPA and LGPD, we have strived to increase protections on Personal Data for all our users. At EFI, trust is the foundation of our relationship with millions of people and businesses around the world. We value trust and take these responsibilities of protecting your personal data seriously.

## EFI Commitments to Users

At EFI we are committed to protecting your personal data. Our Privacy Policy outlines our privacy commitments and how we collect, store, and process your data. In addition, we outline how we utilize cookies when you visit EFI.com in our Cookie Policy.

## EFI’s Compliance Commitment: Internal Controls

### Privacy Program Governance

The privacy team at EFI implements our key privacy initiatives, such as data privacy certifications, data subject access requests, internal data protections, and integrating the privacy by design principles into our products. The team is cross functional and works closely with several partner teams across the company, such as, legal, security and product.

Our data protection office serves as an oversight and compliance function and works to support our Data Protection Officer and their respective duties. If you would like to contact our Data Protection Officer, they can be contacted at [privacy@efi.com](mailto:privacy@efi.com).

### Training

Employees take part in our mandatory annual privacy and security training to access systems within EFI. System access is only granted to employees who have a specific need to access such systems. We have implemented role-based access to systems that store or access sensitive personal data. We strive to build a culture that values privacy and security.

### Personal Data Access Requests

If users would like to access their personal data or make any personal data deletion, correction, or transfer request and are located within the US, they may be done via this form.

## International Data Transfers

When transferring data from the European Union, the European Economic Area, and United Kingdom (UK), EFI relies upon several legal mechanisms, such as Standard Contractual Clauses, contracts with our customers, and the EU's adequacy decisions about certain countries.

EFI complies with the EU-U.S. Data Privacy Framework, as well as the UK Extension to the EU-U.S. Data Privacy Framework, as set forth by the Department of Commerce regarding the processing of personal data transferred from the European Union, the European Economic Area, and the UK to the United States. EFI has certified to the U.S. Department of Commerce that it adheres to these Data Privacy Frameworks with respect to such data.

To learn more about the Data Privacy Framework and to view the EFI certification, please visit [www.dataprivacyframework.gov](http://www.dataprivacyframework.gov).

## GDPR: The General Data Protection Regulation

The GDPR went into effect on May 25, 2018, and aimed to harmonize data protection laws across Europe, and bring them up to speed with the rise of technology. In addition, it aimed to give individuals more control over their personal data. Organizations that are established in the EU, as well as organizations that process personal data of EU data subjects are required to comply with the GDPR.

## EFI's GDPR Efforts

### Data Minimization

One of the core elements of the GDPR's Privacy by Design requirement is collecting the minimum amount of data needed to perform a service/request. This means building out frameworks and controls that are aligned with this principle. We work to embed Privacy by Design principles into new products and features.

### Record Keeping

The GDPR increases the obligations for organizations to keep detailed records of systems and processing activities across the business. Our Privacy Team manages and audits our records of processing across the business.

### Transparency

Enabling Users to have more control over their data is another key area of the GDPR. At EFI, we provide the mechanism to submit requests via our online form or by mail.

### Summary

At EFI we are committed to protecting our user's personal data across the globe. We take a unified approach and have built out our robust privacy and DPO programs over the past years. For more information, please email [privacy@efi.com](mailto:privacy@efi.com).

## Let's be brilliant. Together.

We understand you want breakthrough technologies to lead you through your digital journey. That's why we're passionate about driving your business growth with a scalable portfolio of products, solutions, services, support, and world-class partnerships for the manufacturing of signage, packaging, textiles, ceramic tiles, and building materials with a wide range of printers and inks. Our unwavering commitment is to increase your profits, cut costs, improve productivity, and optimize efficiency — job after job, year after year. We're obsessed with your success. And we definitely believe we have the right people, technology and experience to help your business achieve its goals. Visit [www.efi.com](http://www.efi.com) or send an email to [info@efi.com](mailto:info@efi.com) for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

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