

# Privacy Policy

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## 1. Your safety is our top priority

### 1.1 General Information

At Melco, we are committed to respecting the privacy of the users of this website. This Privacy Policy, in conjunction with the Terms and Conditions of Use, forms the basis for the treatment of personal information. The paragraphs below provide information about the type of user information collected by Melco and how this information is used. Melco complies with applicable data protection rights at all times and only processes personal information for the purposes for which the information was provided. Responsibility for data processing lies with Melco International LLC.

The Terms and Conditions of Use of the website and the legal requirements on privacy and data protection are adapted, supplemented or amended from time to time. Each time you access or visit the website, the versions accessible at that time apply. Please visit this page every time you visit the site to view the latest Terms and Conditions of Use.

By using this website, you acknowledge and consent to the use of your personal information as stated in this Privacy Policy. If you do not consent to these provisions, please do not provide Melco with any personal information.

### 1.2 How does this policy apply to residents of countries other than South Africa?

These Online Services are designed exclusively for users located in South Africa. If you are located outside South Africa, please select your applicable local Melco website (if available for your country) with respect to your local laws and applicable privacy policy terms and conditions. If you are located outside of South Africa and you continue to use this website, you accept that your local laws and privacy policy terms and conditions will not apply.

### 1.3 Data Security

The transmission of data over the Internet is unfortunately not absolutely secure. In order to protect your information, Melco only collaborates with service providers and Internet providers that take appropriate technical and organizational security measures. However, Melco cannot guarantee the security of the data transmitted by you as a user. Any transmission of data is undertaken at your own risk.

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## 2. Collection of personal data

### 2.1 Collection of personal data for informational use

On visiting the Melco website, there is no automatic collection of personal information about the user, such as name, address telephone number or email address unless this information is provided voluntarily by the user by filling in a form on the website or making contact with us in another way via the site. Data collection and analysis also applies to information you provide to us when you subscribe to one of our services or if you require other services. In addition, we may keep records of correspondence if you make contact with us.

Melco constantly strives to make our website more interesting for all our users. For this reason, statistical visitor data is collected each time the website is visited to establish which pages of the website are visited most frequently by each user. This includes the collection of data regarding the browser, operating system, weblogs and other connection data used by the user, irrespective of whether its collection is required for our or other purposes. In this context, it is sometimes necessary to use cookies (More information about the use of cookies is available in section 3 of this Privacy Policy).

## **2.2 Collection of personal data for special uses**

### **2.2.1 Contact form**

If you, as a user of the website, contact Melco by sending data to Melco, this information may be used by Melco and its affiliates to improve the Melco website and provide personalized support. The correspondence is saved if necessary.

### **2.2.2 Newsletter**

If you subscribe to the Melco newsletter, the data entered by you in the corresponding form (name, e-mail address and postal code, possibly others) will be used for the purpose of sending newsletters and providing personalized content (within newsletters) also on the Melco website) and possibly linked with other data that Melco has stored about you. The newsletter will provide you with information on the latest trends in embroidery, personalization, automation and attractive offers from Melco. Your given data will not be disclosed to third parties.

The consent to the sending of the newsletter can be revoked at any time. The revocation can be explained by clicking on the link provided in each newsletter or by e-mail to [info@melco.ch](mailto:info@melco.ch).

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## **3. Cookies**

Like many other websites, Melco uses cookies on this website. Cookies are small pieces of text information, which are stored by your browser (e.g. Internet Explorer or Mozilla Firefox) on your computer's hard drive. These cookies are completely anonymized and contain no personal information. Most of the cookies used by Melco are deleted from your hard drive at the end of the browser session (so-called session cookies). Other cookies remain on your computer and make it possible for Melco to recognize your computer the next time you visit (so-called permanent cookies). Cookies simplify your use of the Melco website and are used to make the Melco website pleasant and easier to use in operating it. They are used, for example, in the Welcome involving your user name, make it easy to fill in forms with your data and remember your language selection or products in the shopping cart.

At no time is spy software installed or used to gain access to data and information stored on your computer.

Cookies make it easier for you to use the Melco website and contain no personal information about the user. Most browsers automatically accept cookies. However, you can configure your browser so that it does not accept or store cookies. Details of how to do this can be found in the operating instructions or help files of your browser.

If you opt out of the use of cookies, your ability to use every function on this website to its fullest extent could be limited.

The anonymized data that are retained when accessing our website via cookies can be used for purposes of analysis and for optimizing the website in conjunction with third party services. As a result, these third parties can - to a limited extent - themselves collect personal data about Melco users, provided that they recognize them, for instance, by means of their own cookies or logins.

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## 4. Web Analytics

### 4.1 Google Analytics

The Melco website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and enable your use of the website to be analyzed. The information generated by the cookie about your use of the website is usually transmitted to and stored on a Google server in the USA. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. Melco has also activated the "anonymizeIP" configuration for Google Analytics on this website. This ensures that IP addresses are processed in truncated form, to prevent specific users from being identified. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there.

Google will use this information on behalf of Melco to analyze your use of the website for Melco, to compile reports regarding website activity and to provide other services related to website and Internet usage (in particular functions for display advertising, such as remarketing, reports on Google Display Network impressions, DoubleClick Campaign manager integration and Google Analytics demographic and interest reports).

Under certain circumstances, Google may analyze your usage behavior over several end devices (PC, smartphone, tablet etc.) and evaluate it for Melco using so-called cross-device functions. For this, Google may link information generated by the respective end devices for the purpose of personalized advertising with other such data and with data from your Google Account, if you have a Google Account and your preferences are set to allow Google to link the browsing history to the Google Account and use information from the Google Account to personalize the advertising you receive.

You can prevent Google Analytics cookies from being stored on your computer by selecting the relevant settings in your browser. However, please note that, if you do this, you may not be able to utilize the full functionality of this website. You can also prevent Google from collecting and processing the data generated by the cookie about your use of the website (including your IP address) by downloading and installing the browser plug-in available from the following link: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

As an alternative to the browser plug-in or in browsers on mobile devices, you can click the following link to set an opt-out cookie that will prevent Google Analytics data collection from this website in the future (this opt-out cookie only works in this browser and for this domain; if you delete your cookies in this browser, you will have to click this link again): [Click here to set your opt-out cookie](#).

## 4.2 Google AdWords Conversion Tracking

This website also uses Google AdWords conversion tracking, a web analysis service by Google, Inc., for improving the website and the advertising activities. The cookie for conversion tracking is set when a user clicks on an ad controlled by Google. These cookies become invalid after 30 days and are not used for personal identification. If you visit certain pages of our website within these 30 days, both we and Google in the USA can recognize that you clicked on the ad and were routed to this site. Every Google AdWords customer gets a different cookie. As a result, cookies cannot be tracked via the websites of AdWords customers. The information obtained by conversion cookies is used to generate conversion statistics for us. We learn the total number of users who clicked on our ad and were routed to our site. However, we do not receive any information by which you can be personally identified.

If you do not want to participate in the tracking, you can simply disable the Google conversion tracking cookie in your web browser's user settings. In that case you are not included in the conversion tracking statistics. Additional setting options can be found on the web page about disabling Google ads at <http://www.google.com/policies/technologies/ads/>.

## 4.3 Disclosure of Information

Information that you provide to Melco yourself as a user of the website may be used by Melco and companies affiliated with Melco in order to improve the Melco website and to provide individual support to the user. This also includes sending the user items such as information, offers or notifications regarding Melco's product range and services.

Melco and its subsidiaries and affiliates within the Group use your personal information in accordance with these data protection regulations and will not disclose it to third parties.

Exceptions to this are if you have consented to the disclosure of information to companies not affiliated to Melco or if Melco is required by law, by a government authority or a court to do so. Another exception is if service providers are engaged to support Melco in data processing, administering the website or in another capacity or to provide you with products and services you have requested. These third parties are obliged to maintain the same degree of security and data protection as Melco.

## 4.4 Server Location

The personal information collected is transmitted and stored in the EU and the US (location of the server).

## 4.4 Visible

Melco uses products and services for analysis and marketing purposes, which are provided by Visible GmbH ([www.visible.com](http://www.visible.com)) in cooperation with them. To that end, pixel-code technology is used to collect, process and store data in order to create at least pseudo-anonymised, but where possible and meaningful, completely anonymous user profiles. Data collected, which may initially still include personal data, is transmitted to Visible or is collected directly by Visible and is used to create the aforementioned user profiles there. Visitors to this website are not personally identified and no other personal data is merged with

the user profiles. If IP addresses are identified as personal, they are immediately deleted. You can object to the processing operations described with future effect at any time.

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## 5. Social Media Content

Melco may use social media plugins, e.g. by Facebook, Google+ and Twitter, on this website. These platforms have their own privacy policies over which Melco has no control.

### **Facebook**

### **Twitter**

### **Google+**

If you are logged in at a social media provider's site while simultaneously visiting our site, the possibility of the provider matching the visit to your network account cannot be ruled out. If you use the plugin functions (e.g. clicking on the "Like" button, posting a comment), this information is similarly transmitted from your browser directly to the particular social network and possibly stored there. The purpose and the extent of the collection, further processing and use of the data by the networks can be found in the privacy policy notices of Facebook, Twitter and Google.

If the user does not want any of these plugins to be loaded, it is recommended to log out of the particular social media service. In addition, various browsers can be set or upgraded with add-ons (e.g. Facebook blocker) so that the social media plugins are not loaded.

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## 6. Children as users of the website

A note to children and their parents: children are increasingly using the Internet. Parents should ensure that their children do not submit any personal information about themselves or their parents to Melco. However, if personal information is transmitted by children to Melco, we ask parents to contact Melco if they want the information to be deleted. The relevant information will then be deleted as soon as possible.

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## 7. Your information and withdrawal rights

You have the option of informing Melco at any time - for example, by email - that your information should in future no longer be used to contact you. You can also cancel your participation in particular services of the Melco website, such as the newsletter service, at any time.

In addition, you are also able to obtain information on the processing of information or to request a copy of your personal information that has been collected about you via our website. Please send your request in writing to Melco International LLC, Seestrasse 161, 8266 Steckborn, Switzerland or [info@melco.ch](mailto:info@melco.ch).

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## 8. Final provisions

If the individual provisions or parts of these Privacy Policy should prove to be invalid or ineffective, the validity of the rest of the Privacy Policy will not be affected.

The jurisdiction and applicable law are as stated in the Terms and Conditions of Use.