

# PRINT FOCAL LLC

## Privacy Policy

3D Print Marketplace

Print Focal LLC • Spicewood, Texas

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Effective Date: This Privacy Policy is effective upon your first use of the Platform or creation of an account, and supersedes all prior versions.

Last Updated: May 2026

### 1. Introduction

Print Focal LLC (“Print Focal,” “we,” “us,” or “our”), a Limited Liability Company organized under the laws of the State of Texas with its principal place of business in Spicewood, Texas, operates an online 3D print marketplace (the “Platform”) accessible at our website and associated applications.

This Privacy Policy describes how Print Focal collects, uses, stores, discloses, and protects information about you when you access or use the Platform, whether as a buyer, seller, or visitor. It also describes your rights regarding your personal information and how to exercise them.

This Privacy Policy is incorporated by reference into our Terms of Service. By accessing or using the Platform, you agree to the collection and use of your information as described in this Policy. If you do not agree, you must discontinue use of the Platform immediately.

All users of the Platform must be United States residents or entities legally organized in the United States. This Privacy Policy is written to comply with the privacy laws of all U.S. states, including but not limited to:

- California Consumer Privacy Act (CCPA) / California Privacy Rights Act (CPRA)
- Virginia Consumer Data Protection Act (VCDPA)
- Colorado Privacy Act (CPA)
- Connecticut Data Privacy Act (CTDPA)
- Texas Data Privacy and Security Act (TDPSA)
- Florida Digital Bill of Rights (FDBR)
- Utah Consumer Privacy Act (UCPA)
- Montana Consumer Data Privacy Act (MCDPA)
- Oregon Consumer Privacy Act (OCPA)
- Delaware Personal Data Privacy Act (DPDPA)
- Iowa Consumer Data Protection Act (ICDPA)
- Indiana Consumer Data Protection Act (INCDPA)
- All other currently enacted or pending U.S. state privacy statutes

- Children's Online Privacy Protection Act (COPPA)
- CAN-SPAM Act
- Telephone Consumer Protection Act (TCPA)

## 2. Scope and Applicability

This Privacy Policy applies to:

- All visitors to the Platform, whether or not they create an account
- All registered buyers who purchase products through the Platform
- All registered sellers who upload design files and list products on the Platform
- All communications, transactions, and interactions with Print Focal through the Platform or any associated channels

This Privacy Policy does not apply to third-party websites, services, or applications that may be linked to or from the Platform. We are not responsible for the privacy practices of any third party.

## 3. Information We Collect

We collect information in three ways: information you provide directly, information collected automatically, and information received from third parties.

### 3.1 Information You Provide Directly

#### All Users (Buyers and Sellers)

- **Account Registration Data:** Your email address, username, and password (stored in hashed/encrypted form). We do not store plaintext passwords. You may also register and log in using your Google account via Google OAuth (201cSign in with Google201d). If you choose this option, Google will share with us your name, email address, and Google account profile information as authorized by you during the OAuth consent flow. We do not receive your Google password. Your use of Google2019s sign-in service is also governed by Google2019s Privacy Policy and Terms of Service, available at google.com. We store only the data returned by Google that is necessary to create and maintain your account.
- **Communications:** Any messages, inquiries, support requests, or other communications you send to Print Focal.
- **User-Generated Content (UGC):** Reviews, ratings, comments, and photographs you voluntarily submit in connection with products on the Platform.

#### Buyers Only

- **Shipping and Delivery Information:** Your full name, shipping address (street address, city, state, ZIP code), and any delivery instructions you provide when placing an order.

This information is used solely to fulfill your order and is shared with our fulfillment partners and shipping carriers for that purpose.

- **Payment Information:** We do not collect or store your full payment card details, bank account numbers, or other sensitive financial information on our own systems. All payment information is collected and stored directly by Stripe, Inc., our third-party payment processor. See Section 5 (Third-Party Services and Stripe) for details.
- **Order History and Transaction Records:** Records of your purchases, order amounts, order status, and transaction history, as necessary for fulfillment, dispute resolution, and tax compliance.

### Sellers Only

- **Identity and Business Information:** Legal name, business name (if applicable), and U.S.-based contact information provided at registration.
- **Design Files and Seller Content:** All three-dimensional model files (in STL, STEP, OBJ, 3MF, AMF, F3D, or other supported formats), product photographs, product images, renderings, product descriptions, tags, and metadata that you upload to the Platform. See Section 7 (Seller Content, Design Files, and Marketing Use) for important disclosures about how this content is used.
- **Payout and Banking Information:** Stripe-connected account identifiers, payout routing details, and banking account information necessary to remit your net profits. This data is stored and processed by Stripe, Inc. on our behalf. See Section 5 for details.
- **Tax Documentation:** Information required for tax compliance, including your Social Security Number or Employer Identification Number (EIN) where required to issue IRS Form 1099-K or other required tax documents. This information is collected and stored by Stripe as our payment and tax documentation processor.
- **Seller Analytics Data:** Payout transaction history, itemized deduction records, payment dates, reserve account activity, sales volume metrics, and performance data displayed in your Seller portal analytics dashboard.

## 3.2 Information Collected Automatically

When you access or use the Platform, we and our service providers may automatically collect certain technical and usage data, including:

- IP address and general geographic location (city/state level)
- Browser type, version, and operating system
- Device type and unique device identifiers
- Pages visited, time spent on pages, and navigation paths
- Referring URLs and exit pages
- Date and time stamps of Platform access
- Error logs and performance data

We currently do not use third-party advertising networks, social media tracking pixels, or behavioral advertising tools (such as Google Analytics, Meta Pixel, or TikTok Pixel) on the

Platform. If we implement such tools in the future, we will update this Privacy Policy and provide any legally required disclosures and opt-out mechanisms before doing so.

### 3.3 Information Received from Third Parties

- **Stripe, Inc.:** We receive transaction confirmations, payout status updates, identity verification results, and fraud signals from Stripe in connection with payment processing and seller onboarding. We do not receive your full card numbers or banking credentials from Stripe.
- **Shipping Carriers:** We may receive delivery confirmation data, tracking updates, and address verification information from shipping carriers.

## 4. How We Use Your Information

We use the information we collect for the following purposes, in each case relying on a lawful basis under applicable law:

### 4.1 Platform Operation and Order Fulfillment

- Creating and maintaining your account
- Processing and fulfilling orders, including routing orders to authorized Print Farm Partners
- Transmitting your shipping address to fulfillment partners and carriers for delivery
- Providing order confirmations, shipping notifications, and delivery updates
- Resolving order disputes, chargebacks, and refund requests

### 4.2 Payment Processing and Financial Administration

- Facilitating payment processing through Stripe
- Calculating, remitting, and recording Net Profit payouts to sellers
- Maintaining payout records and generating seller analytics data
- Issuing required tax documentation (e.g., IRS Form 1099-K)
- Maintaining financial records as required by applicable law

### 4.3 Safety, Security, and Fraud Prevention

- Verifying seller identity and eligibility
- Detecting, investigating, and preventing fraudulent transactions, account abuse, and policy violations
- Protecting the security and integrity of the Platform and user accounts

- Complying with legal obligations and responding to lawful requests from law enforcement or regulatory authorities

#### **4.4 Communications**

- Sending transactional communications, including order confirmations, shipping updates, account notices, and policy update notifications
- Responding to your inquiries and customer support requests

If we decide in the future to send marketing or promotional communications, we will obtain any legally required consent and provide clear opt-out mechanisms in accordance with the CAN-SPAM Act and, where applicable, the TCPA. You will not receive unsolicited marketing communications from us without first being given the opportunity to opt in or opt out.

#### **4.5 Platform Improvement and Analytics**

- Analyzing aggregated, de-identified usage data to understand how the Platform is used and to improve its features, functionality, and user experience
- Monitoring Platform performance and diagnosing technical issues

#### **4.6 Marketing and Promotion**

We may use seller-uploaded product photographs, images, design renderings, and metadata, as well as physical 3D-printed specimens of seller products, for our own marketing and promotional purposes, including advertising, press, and promotional campaigns, in any media now known or hereafter developed. This use is governed by the license granted by sellers in the Terms of Service and is described in further detail in Section 7 of this Privacy Policy.

We may use anonymized and aggregated order data (such as product popularity metrics, units sold, and general sales trends) for marketing and business development purposes. We will not identify you personally in any marketing materials without your separate express consent.

#### **4.7 Legal Compliance and Dispute Resolution**

- Complying with applicable laws, regulations, and legal process
- Enforcing our Terms of Service and other policies
- Establishing, exercising, or defending legal claims
- Cooperating with law enforcement and regulatory investigations as required

## **5. Third-Party Services and Stripe**

### **5.1 Stripe, Inc. — Payment Processing and Data Storage**

Print Focal uses Stripe, Inc. (“Stripe”) as its exclusive third-party payment processor and seller payout partner. By using the Platform to make a purchase or receive payouts as a seller, you acknowledge and agree that the following categories of data are collected, stored, and processed by Stripe, not by Print Focal on its own systems:

- Buyer payment card details (card number, expiration date, CVV)
- Buyer bank account information (where applicable)
- Seller banking and payout account details
- Seller identity verification information (including, where required, government-issued ID and tax identification numbers such as SSN or EIN)
- Payout transaction history and routing information
- Tax documentation data and IRS 1099-K information
- Fraud signals and payment security data

Print Focal receives only the minimum data necessary from Stripe to operate the Platform, including transaction confirmations, payout status, and seller account identifiers. Print Focal does not receive, store, or process full payment card numbers or full banking account numbers on its own systems.

Your use of payment features on the Platform is governed by Stripe’s Privacy Policy and Terms of Service, available at [stripe.com](https://stripe.com). Print Focal encourages you to review Stripe’s privacy practices. Print Focal is not responsible for Stripe’s data handling, security practices, or any data breach or incident occurring within Stripe’s systems.

## **5.2 Seller Tax Documentation**

Where required by applicable law, Print Focal, through Stripe, will issue IRS Form 1099-K or other required tax documents to sellers whose transaction volume meets applicable reporting thresholds. Tax identification information (SSN or EIN) collected for this purpose is stored and processed by Stripe in its capacity as our tax documentation partner. Print Focal retains only the minimum tax records necessary to comply with applicable law.

## **5.3 Shipping and Fulfillment Partners**

Your shipping address and order details are shared with our authorized Print Farm Partners and third-party shipping carriers solely for the purpose of manufacturing and delivering your order. These parties are contractually bound to use your information only for fulfillment purposes and to maintain appropriate security measures. We do not sell your shipping address to any third party.

## **5.4 Google OAuth 2014 Sign In with Google**

Print Focal offers 201cSign in with Google201d as an optional account registration and login method, powered by Google2019s OAuth 2.0 authentication service. If you choose to register or log in using your Google account, Google will share certain profile information with us, which may include your name, email address, and Google account profile picture, as authorized by you during the OAuth consent screen. We do not receive or store your Google password. The information shared by Google is used solely to create and authenticate your Print Focal account. We do not use your Google profile data for any purpose beyond account creation and

authentication, and we do not share it with third parties except as described in Section 8 of this Privacy Policy.

Your use of Google's sign-in service is governed by Google's Privacy Policy ([policies.google.com/privacy](https://policies.google.com/privacy)) and Google's Terms of Service. Print Focal is not responsible for Google's data collection or handling practices. You may disconnect your Google account from Print Focal at any time through your account settings, at which point you may set a direct password to continue accessing your account.

## 5.5 OrcaSlicer

Print Focal uses OrcaSlicer, a local desktop slicing application, to analyze seller design files and calculate estimated print costs, material usage, and production times. OrcaSlicer operates as a local application and does not, in normal operation, transmit design files or related data to external servers. However, Print Focal makes no warranty regarding the OrcaSlicer developers' data handling practices and disclaims any liability for data handling by OrcaSlicer developers beyond Print Focal's direct control.

## 6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes for which it was collected, including legal, tax, financial, and operational requirements. The following retention periods apply:

### 6.1 Account Data

Account registration data (email address, username, hashed password, and 2014 for Google-linked accounts 2014 Google profile identifiers) is retained for the duration of your account and deleted within thirty (30) days following account termination, except where retention is required by law or ongoing proceedings. If you registered via Google OAuth, disconnecting your Google account does not delete your Print Focal account or its associated data; you must separately request account deletion.

### 6.2 Order and Transaction Records

Buyer order records, shipping addresses used in completed transactions, and transaction history are retained for a period of seven (7) years following the transaction date, consistent with applicable tax and financial recordkeeping requirements under federal and state law.

### 6.3 Seller Analytics and Payout Data

Seller analytics data, payout records, itemized transaction histories, and associated account data are retained for the duration of the seller's account and for a period of five (5) years following account termination, or such longer period as may be required by applicable tax law, regulatory requirements, or legal proceedings.

### 6.4 Payment and Tax Data (Stripe)

Payment card data, banking information, and tax documentation data stored by Stripe are subject to Stripe's own retention policies. Print Focal retains only the minimum payment and tax records necessary to comply with applicable law, and retains IRS-required tax documentation for a minimum of seven (7) years.

## **6.5 Design Files**

Seller design files are retained on the Platform for the duration of the active listing. Upon deletion of a listing or termination of a seller's account, design files are permanently deleted from Print Focal's systems within thirty (30) days, except where extended retention is required by law, an active legal proceeding, a pending chargeback or dispute, an active intellectual property claim, or a product safety investigation. See Section 7 for additional disclosures regarding marketing use.

## **6.6 Product Photographs and Seller-Uploaded Images**

Product photographs, images, and renderings uploaded by sellers are retained for marketing and platform operational purposes for the duration of the seller's account. Following account termination, images incorporated into published marketing materials may be retained to the extent necessary to maintain the integrity of those materials, consistent with the license granted in the Terms of Service.

## **6.7 User-Generated Content**

Reviews, ratings, comments, and other UGC submitted by users are retained for the longer of: (a) seven (7) years from the date of submission, or (b) the duration of the submitting user's active account, after which they are deleted unless an exception below applies. This cap ensures retention does not exceed what is necessary for legitimate platform integrity and legal purposes, consistent with applicable state privacy laws including the Colorado Privacy Act and Virginia Consumer Data Protection Act.

UGC may be retained beyond the standard cap described above only where: (i) an active legal proceeding, regulatory investigation, or dispute resolution process requires preservation of the content; (ii) the content is the subject of an unresolved intellectual property or defamation claim; or (iii) retention is required by applicable law or court order. In such cases, the UGC will be deleted as promptly as practicable once the applicable matter is fully resolved.

You may request deletion of your own UGC at any time by contacting us at [support@printfocal.com](mailto:support@printfocal.com). We will honor deletion requests subject to the exceptions above and any legal hold obligations. Deletion of UGC does not affect anonymized or aggregated data derived from that content, which does not identify you and is not subject to this retention cap.

## **6.8 Communications and Support Records**

Customer support communications and inquiry records are retained for a period of three (3) years following the last communication, or longer if required by law or ongoing proceedings.

# **7. Seller Content, Design Files, and Marketing Use**

This section contains important disclosures specific to sellers regarding the use of content you upload to the Platform.

## 7.1 Product Photographs and Images

By uploading any product photograph, image, rendering, or visual content to the Platform, you grant Print Focal a worldwide, royalty-free, non-exclusive, sublicensable license to use, display, reproduce, adapt, modify, and distribute such content for any lawful purpose, including but not limited to:

- Displaying your products on the Platform
- Marketing and advertising Print Focal and the Platform across all media, including digital, print, social media, press, and promotional materials
- Creating derivative marketing materials based on your product images
- Sharing product images with press outlets and marketing partners

This license survives termination of your seller account with respect to marketing materials already published or in distribution at the time of termination.

## 7.2 Design Files — Manufacturing and Cost Estimation

Your design files are used by Print Focal for the following operational purposes:

- Storing and reproducing design files for the manufacture of physical products in fulfillment of customer orders
- Processing design files through OrcaSlicer (a local application) to calculate estimated print costs, material usage, and production times
- Processing design files through slicing software (which may include local or cloud-based tools such as Bambu Studio) as technically necessary to prepare files for 3D printing

Design files are treated as confidential proprietary assets. They will not be sold, licensed, or distributed in digital form to any third party under any circumstances, except to authorized Print Farm Partners solely for manufacturing purposes, and subject to confidentiality obligations.

## 7.3 Design Files — Marketing Use (Physical Prints)

In addition to fulfillment use, Print Focal may manufacture physical 3D-printed specimens of products derived from your design files and distribute those physical specimens to authorized marketing partners, press outlets, and promotional collaborators solely for marketing and promotional purposes, at no charge to Print Focal. Marketing partners receiving physical prints will not receive the underlying digital design file and are bound by confidentiality obligations.

By uploading a design file to the Platform, you expressly grant Print Focal this right as part of the license described in the Terms of Service. If you do not wish your design file to be used for marketing physical prints, you should not upload it to the Platform.

## 7.4 No Digital Distribution of Design Files

Under no circumstances will Print Focal sell, license, transfer, or distribute your design files in digital form to any third party other than authorized Print Farm Partners for manufacturing purposes. This restriction applies regardless of any other provision of this Privacy Policy.

## 8. How We Share Your Information

We do not sell your personal information to third parties for monetary or other valuable consideration. We share your information only in the following circumstances:

### 8.1 Service Providers and Vendors

We share your information with third-party service providers who perform services on our behalf, including:

- Stripe, Inc. — payment processing, payout services, identity verification, and tax documentation
- Authorized Print Farm Partners — manufacturing and order fulfillment (receive only the information necessary to produce and ship your order)
- Shipping carriers — delivery of physical products (receive your name, shipping address, and order identifier)
- Google LLC 2014 OAuth authentication services for 201cSign in with Google201d (receives only the data necessary to authenticate your account)
- Cloud infrastructure and hosting providers 2014 Platform operation and data storage

All service providers are contractually required to protect your information, use it only for the purposes for which it is shared, and comply with applicable law.

### 8.2 Legal Compliance and Law Enforcement

We may disclose your information to government authorities, law enforcement agencies, courts, or other third parties when required to do so by law, legal process, subpoena, court order, or other governmental or regulatory request. We may also disclose information when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

### 8.3 Business Transfers

In the event of a merger, acquisition, reorganization, sale of all or substantially all of our assets, or similar corporate transaction, your information may be transferred to the acquiring entity as part of that transaction. We will notify you via email or prominent notice on the Platform before your information is transferred and becomes subject to a different privacy policy.

### 8.4 Protection of Rights and Enforcement

We may share your information with third parties, including legal counsel and courts, to enforce our Terms of Service, protect our intellectual property rights, defend against legal claims, or pursue remedies available to us.

### 8.5 With Your Consent

We may share your information with third parties where you have given us explicit consent to do so.

### 8.6 We Do Not Sell Your Personal Information

Print Focal does not sell, rent, or trade your personal information to third-party advertisers, data brokers, or marketing companies. We do not share your personal information with third parties for cross-context behavioral advertising purposes.

## 9. Your Privacy Rights

Depending on your state of residence, you may have the following rights regarding your personal information. Print Focal honors these rights for all U.S. residents, regardless of whether the specific right is mandated by your state:

### 9.1 Right to Know / Right of Access

You have the right to request that we disclose what categories and specific pieces of personal information we have collected about you, the sources from which it was collected, the purposes for which it is used, and the categories of third parties with whom it is shared.

### 9.2 Right to Correct

You have the right to request that we correct inaccurate personal information we hold about you. You may correct most account information directly through your account settings. For other corrections, contact us as described in Section 13.

### 9.3 Right to Delete

You have the right to request deletion of personal information we hold about you, subject to certain exceptions, including where retention is required to:

- Complete a transaction you requested or perform a contract
- Detect, prevent, or investigate fraud or security incidents
- Comply with a legal obligation
- Exercise or defend legal claims
- Fulfill tax and financial recordkeeping requirements

### 9.4 Right to Opt Out of Sale or Sharing

We do not sell or share your personal information for cross-context behavioral advertising. If this practice changes in the future, we will provide opt-out mechanisms as required by applicable law, including a “Do Not Sell or Share My Personal Information” link on the Platform.

### 9.5 Right to Limit Use of Sensitive Personal Information

To the extent we collect sensitive personal information (such as tax identification numbers), we use such information only as necessary to fulfill the purpose for which it was collected and as required by law. We do not use sensitive personal information for purposes beyond those disclosed in this Policy.

### 9.6 Right to Non-Discrimination

We will not discriminate against you for exercising any of your privacy rights. We will not deny you goods or services, charge you different prices, or provide a lower quality of service because you exercised a privacy right.

## 9.7 Right to Appeal

If we decline to take action on your privacy request, you have the right to appeal our decision. To appeal, submit your request in writing to the contact information provided in Section 13, and clearly state that you are submitting an appeal. We will respond to your appeal within the timeframes required by applicable state law.

## 9.8 California-Specific Rights

California residents have additional rights under the CCPA and CPRA, including the right to know about automated decision-making, the right to opt out of profiling, and expanded rights regarding sensitive personal information. California residents may also submit requests through an authorized agent. To verify your identity when submitting a request, we may ask for information sufficient to confirm that you are the person whose information is subject to the request.

Shine the Light (California Civil Code §1798.83): California residents may request, once per calendar year and free of charge, a list of any third parties to whom Print Focal has disclosed personal information for those third parties' own direct marketing purposes during the preceding calendar year, along with the categories of personal information disclosed. Print Focal does not disclose personal information to any third party for that third party's own direct marketing purposes. Accordingly, there are no third parties to disclose in response to a Shine the Light request. California residents wishing to confirm this may submit a written request to [support@printfocal.com](mailto:support@printfocal.com) with the subject line "California Shine the Light Request." We will respond within 30 days of receipt.

## 9.9 How to Submit a Privacy Request

To exercise any of the rights described in this Section, contact us at:

Print Focal LLC — Privacy Requests

Spicewood, Texas

[support@printfocal.com](mailto:support@printfocal.com)

We will respond to verifiable requests within the timeframes required by applicable law (generally 45 days, with a possible extension of an additional 45 days for complex requests). We will not charge a fee for processing your request unless it is excessive, repetitive, or manifestly unfounded.

## 10. Children's Privacy

The Platform is strictly limited to individuals who are 18 years of age or older. We do not knowingly collect, solicit, use, or disclose personal information from anyone under the age of 18. By creating an account or using the Platform, you represent and warrant that you are at least 18 years old.

As a platform restricted to adults 18 and older, we are not required to comply with the Children’s Online Privacy Protection Act (COPPA) in the ordinary course of our operations, as COPPA applies to the online collection of personal information from children under 13. Nevertheless, we take this obligation seriously and maintain the following policies:

- We do not knowingly collect personal information from any person under 18 years of age.
- If we discover or are notified that we have inadvertently collected personal information from a person under 18, we will promptly delete that information and terminate the associated account.
- We do not knowingly allow persons under 18 to register for or use the Platform.

If you are a parent or guardian and believe that your child under 18 has registered for or used the Platform and provided personal information without your consent, please contact us immediately at [support@printfocal.com](mailto:support@printfocal.com) or at the address in Section 13. We will investigate promptly and take appropriate action, including deletion of the minor’s information and termination of their account.

Additionally, because some U.S. states (including California, Connecticut, and Colorado) provide heightened privacy protections for minors under 18 — beyond the federal COPPA threshold of 13 — Print Focal’s blanket 18+ restriction and deletion policy fully satisfies those requirements by ensuring no minors’ data is knowingly collected or retained on the Platform.

## 11. Data Security

Print Focal implements commercially reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction. These measures include, but are not limited to:

- Encryption of data in transit using TLS/SSL
- Storage of passwords in hashed and salted form
- Access controls limiting employee access to personal information on a need-to-know basis
- Use of Stripe’s PCI-DSS compliant infrastructure for all payment card data
- Regular review of our data security practices

No method of electronic transmission or storage is 100% secure. While we strive to protect your personal information, we cannot guarantee absolute security. In the event of a data breach that affects your rights and interests, we will notify you as required by applicable state breach notification laws, including the Texas Identity Theft Enforcement and Protection Act, the California data breach notification statutes, and all other applicable state breach notification requirements.

**PRINT FOCAL IS NOT RESPONSIBLE FOR DATA BREACHES OR SECURITY INCIDENTS OCCURRING WITHIN THIRD-PARTY SYSTEMS, INCLUDING STRIPE’S PAYMENT INFRASTRUCTURE, SHIPPING CARRIER SYSTEMS, OR PRINT FARM PARTNER SYSTEMS, BEYOND PRINT FOCAL’S DIRECT CONTROL.**

## 12. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. If we make material changes, we will notify you by posting an updated version on the Platform and, where required by applicable law or where we have your email address, by sending notice via email prior to the change becoming effective.

Material changes include changes to the categories of personal information we collect, new uses of your personal information, new categories of third parties with whom we share your information, and material changes to your rights.

Your continued use of the Platform after the effective date of any updated Privacy Policy constitutes your acceptance of the changes. If you do not agree to the updated Policy, you must discontinue use of the Platform and may request deletion of your account and associated personal information as described in Section 9.3.

We will maintain an archive of prior versions of this Privacy Policy and make them available upon request.

## 13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, or if you wish to exercise any of your privacy rights, please contact us at:

### **Print Focal LLC**

Spicewood, Texas, United States

support@printfocal.com

20305 Haystack Cove, Spicewood, TX 78669, United States

We will make every effort to respond to your inquiry or request within the timeframes required by applicable law. For privacy requests, please clearly identify the nature of your request (access, correction, deletion, opt-out, appeal) and provide sufficient information to verify your identity.

## 14. Biometric Data

Print Focal does not collect, capture, purchase, receive through trade, or otherwise obtain any biometric identifiers or biometric information from users. For purposes of this section, “biometric identifiers” include retina or iris scans, fingerprints, voiceprints, scans of hand or face geometry, and any other biological characteristic that can be used to identify an individual. “Biometric information” means any information, regardless of how it is captured, converted, stored, or shared, based on an individual's biometric identifier.

This disclosure is made in compliance with the Illinois Biometric Information Privacy Act (BIPA), 740 ILCS 14/1 et seq., the Texas Capture or Use of Biometric Identifier Act (CUBI), Tex. Bus. & Com. Code §503.001 et seq., the Washington My Health MY Data Act, and all other applicable state biometric privacy laws. If Print Focal ever implements any feature that would involve the collection of biometric data — including but not limited to facial recognition, fingerprint login, or voice authentication — we will update this Privacy Policy, obtain any legally required written consent, publish a publicly available retention schedule, and comply with all applicable destruction requirements before any such feature is activated.

## 15. Financial Incentives and Price Differences

Print Focal does not currently offer any financial incentive, discount, reward, loyalty program, or other benefit that is conditioned upon a user's agreement to provide, retain, or not delete their personal information. We do not offer price differences or service differences based on a user's exercise of any privacy right.

If Print Focal offers any such program in the future, we will provide the disclosures required by applicable law before any user participates, including under the California Consumer Privacy Act (CCPA/CPRA), which requires a good-faith estimate of the value of your personal data and an explanation of the program's material terms. Participation in any future incentive program will always be voluntary and will require your prior opt-in consent. You will have the right to withdraw from any such program at any time without penalty to the non-incentivized portions of our services.

Nothing in this section limits Print Focal's right to offer a different price or rate to a user as part of a voluntarily entered loyalty or rewards program where the price difference is reasonably related to the value of the data provided, consistent with applicable law.

## 16. De-Identification and Aggregated Data

Print Focal may create, use, and disclose de-identified or aggregated data derived from personal information collected through the Platform. De-identified data is information that cannot reasonably identify, relate to, describe, be capable of being associated with, or be linked — directly or indirectly — to a particular individual or household.

When we de-identify personal information, we apply the following standard:

- We remove or irreversibly alter all direct identifiers (such as name, email address, and account ID) and all indirect identifiers that could reasonably be used alone or in combination to re-identify an individual.
- We implement technical safeguards that prohibit re-identification of the de-identified information.
- We contractually prohibit any recipient of de-identified data from attempting to re-identify it.
- We do not attempt to re-identify de-identified information, and we require our service providers to observe the same prohibition.

Examples of de-identified or aggregated data we may use include: product popularity metrics, total units sold, general sales volume ranges, regional demand trends, and anonymized review sentiment scores. This data does not identify you and is not subject to the retention caps, deletion rights, or other individual privacy rights described in this Privacy Policy.

If Print Focal sells or discloses de-identified data to third parties, we do so only in aggregated form and only after applying the de-identification standard described above. We do not sell de-identified data that contains information derived from sensitive personal information.

## 17. Governing Law and Dispute Resolution

This Privacy Policy is governed by the laws of the State of Texas, without regard to its conflict of law principles, except to the extent superseded by applicable mandatory federal or state privacy law.

Any disputes arising out of or relating to this Privacy Policy shall be subject to the dispute resolution and arbitration provisions set forth in Print Focal's Terms of Service, including the binding arbitration clause and waiver of class action rights contained therein, which are incorporated herein by reference.

## 18. Definitions

As used in this Privacy Policy:

- **“Design File”** means any three-dimensional model file uploaded by a seller, including STL, STEP, OBJ, 3MF, AMF, F3D, or any other supported format.
- **“Personal Information”** means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.
- **“Platform”** means the Print Focal website, mobile applications, seller portal, and all associated digital infrastructure.
- **“Seller Content”** means all design files, product descriptions, images, tags, metadata, and other content submitted by a seller.
- **“Sensitive Personal Information”** means personal information that reveals, among other things, a consumer's Social Security number or other government identifier, financial account information, or precise geolocation data.
- **“Stripe”** means Stripe, Inc., Print Focal's third-party payment processing and seller payout partner.
- **“De-identified Data”** means information that has been processed in accordance with Section 16 such that it cannot reasonably identify, relate to, describe, or be linked to a particular individual or household.
- **“Biometric Information”** has the meaning ascribed to it in Section 14, consistent with applicable state biometric privacy statutes.

- **“UGC” or “User-Generated Content”** means reviews, ratings, comments, photographs, and other content submitted by users to the Platform in connection with products or their experience with the Platform.

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## **ACKNOWLEDGMENT**

**BY USING THE PRINT FOCAL PLATFORM, YOU ACKNOWLEDGE THAT YOU HAVE READ THIS PRIVACY POLICY, UNDERSTAND ITS CONTENTS, AND AGREE TO THE COLLECTION, USE, AND DISCLOSURE OF YOUR INFORMATION AS DESCRIBED HEREIN.**

Print Focal LLC • Spicewood, Texas • United States

Questions? Contact us through the Platform’s Help Center.