

End-User License Agreement ("Agreement") Embroidery Plus Upgrade for B880 & B790

Last updated: October 3, 2018

Please read this End-User License Agreement ("Agreement") carefully before clicking the "I confirm that I've read and that I accept the End User License" check box, downloading or using the firmware and activation key to the Embroidery Plus Upgrade for B 880 & B 790 ("Application").

By clicking the check box, downloading or using the Application, you are agreeing to be bound by the terms and conditions of this Agreement.

This Agreement is a legal agreement between you (either an individual or a single entity) and BERNINA International AG and it governs your use of the Application made available to you by BERNINA International AG.

If you do not agree to the terms of this Agreement, do not click on the check box and do not download or use the Application.

The Application is licensed, not sold, to you by BERNINA International AG for use strictly in accordance with the terms of this Agreement.

License

BERNINA International AG grants you a revocable, non-exclusive, non-transferable, limited license to download, install and use the Application solely for your personal, non-commercial purposes strictly in accordance with the terms of this Agreement.

Restrictions

You agree not to, and you will not permit others to:

- license, sell, rent, lease, assign, distribute, transmit, host, outsource, disclose or otherwise commercially exploit the Application or make the Application available to any third party.
- copy or use the Application for any purpose other than as permitted under the above section 'License'.
- modify, make derivative works of, disassemble, decrypt, reverse compile or reverse engineer any part of the Application.
- remove, alter or obscure any proprietary notice (including any notice of copyright or trademark) of BERNINA International AG or its affiliates, partners, suppliers or the licensors of the Application.

Product Key

The enclosed Product Key can only be entered once (1*) together with your personal data.

After registering the product with the “Product Key” on our website you receive an “Activation Key” to enable additional embroidery functionalities on the B 880 or B 790.

If the personal data was entered incorrectly you need to contact your BERNINA dealer for support.

Intellectual Property

The Application, including without limitation all copyrights, patents, trademarks, trade secrets and other intellectual property rights are, and shall remain, the sole and exclusive property of BERNINA International AG.

Your Suggestions

Any feedback, comments, ideas, improvements or suggestions (collectively, "Suggestions") provided by you to BERNINA International AG with respect to the Application shall remain the sole and exclusive property of BERNINA International AG.

BERNINA International AG shall be free to use, copy, modify, publish, or redistribute the Suggestions for any purpose and in any way without any credit or any compensation to you.

Modifications to Application

BERNINA International AG reserves the right to modify, suspend or discontinue, temporarily or permanently, the Application or any service to which it connects, with or without notice and without liability to you.

Updates to Application

BERNINA International AG may from time to time provide enhancements or improvements to the features/functionality of the Application, which may include patches, bug fixes, updates, upgrades and other modifications ("Updates").

Updates may modify or delete certain features and/or functionalities of the Application. You agree that BERNINA International AG has no obligation to (i) provide any Updates, or (ii) continue to provide or enable any particular features and/or functionalities of the Application to you.

You further agree that all Updates will be (i) deemed to constitute an integral part of the Application, and (ii) subject to the terms and conditions of this Agreement.

Third-Party Services

The Application may display, include or make available third-party content (including data, information, applications and other products services) or provide links to third-party websites or services ("Third-Party Services").

You acknowledge and agree that BERNINA International AG shall not be responsible for any Third-Party Services, including their accuracy, completeness, timeliness, validity, copyright

compliance, legality, decency, quality or any other aspect thereof. BERNINA International AG does not assume and shall not have any liability or responsibility to you or any other person or entity for any Third-Party Services.

Third-Party Services and links thereto are provided solely as a convenience to you and you access and use them entirely at your own risk and subject to such third parties' terms and conditions.

Privacy Policy

We store and process the data that you provide for the generation of your activation key (title, name, address, email address, machine ID, product key). We use this data to generate an activation key and email it to you, for support purposes, and for providing information about software-related firmware updates. If necessary for support purposes, we pass on your data to the market organisation responsible for you or to a dealer in your local area. The legal basis for this is Article 6 (1) sentence 1 lit. b and f GDPR.

In addition, if you have consented to the use of your data for direct marketing purposes, we will process the data for direct marketing purposes and combine it in a customer profile with other information collected by us for the same purpose. The legal basis for this is Art. 6 para. 1 clause 1 lit. a of the GDPR.

Right of objection:

If we process your personal data to protect legitimate interests within the meaning of Art. 6 (1) sentence 1 lit. f GDPR, then in accordance with Art. 21 para. 1 GDPR, you have the right to object to this processing for reasons that arise from your particular situation. You can object to the processing of your data for direct marketing purposes at any time and without reason, in accordance with Art. 21 (2) GDPR. In order to exercise your right to object, it is sufficient to send us an informal notification, e.g. via email to info@bernina.com.

Responsible in accordance with Art. 4 para. 7 of the EU General Data Protection Regulation (GDPR) is

*BERNINA International AG
Seestrasse 161
8266 Steckborn
Switzerland*

E-Mail: info@bernina.com

Tel: +41 (0)52 762 11 11 (see Legal notice)

Our data protection officer Mr. Denkinger can be contacted via email at datenschutz-beauftragter@bernina.com or at the aforementioned postal address, addressed to "the Data Protection Officer".

Further information on the processing of your data by BERNINA International AG, including your rights, is available in the Privacy Policy at <https://www.bernina.com/privacy>.

Term and Termination

This Agreement shall remain in effect until terminated by you or BERNINA International AG.

BERNINA International AG may, in its sole discretion, at any time and for any or no reason, suspend or terminate this Agreement with or without prior notice.

This Agreement will terminate immediately, without prior notice from BERNINA International AG, in the event that you fail to comply with any provision of this Agreement. You may also terminate this Agreement by deleting the Application and all copies thereof from your mobile device or from your computer.

Upon termination of this Agreement, you shall cease all use of the Application and delete all copies of the Application from your mobile device or from your computer.

Termination of this Agreement will not limit any of BERNINA International AG's rights or remedies at law or in equity in case of breach by you (during the term of this Agreement) of any of your obligations under the present Agreement.

Indemnification

You agree to indemnify and hold BERNINA International AG and its parents, subsidiaries, affiliates, officers, employees, agents, partners and licensors (if any) harmless from any claim or demand, including reasonable attorneys' fees, due to or arising out of your: (a) use of the Application; (b) violation of this Agreement or any law or regulation; or (c) violation of any right of a third party.

No Warranties

The Application is provided to you "AS IS" and "AS AVAILABLE" and with all faults and defects without warranty of any kind. To the maximum extent permitted under applicable law, BERNINA International AG, on its own behalf and on behalf of its affiliates and its and their respective licensors and service providers, expressly disclaims all warranties, whether express, implied, statutory or otherwise, with respect to the Application, including all implied warranties of merchantability, fitness for a particular purpose, title and non-infringement, and warranties that may arise out of course of dealing, course of performance, usage or trade practice. Without limitation to the foregoing, BERNINA International AG provides no warranty or undertaking, and makes no representation of any kind that the Application will meet your requirements, achieve any intended results, be compatible or work with any other software, applications, systems or services, operate without interruption, meet any performance or reliability standards or be error free or that any errors or defects can or will be corrected.

Without limiting the foregoing, neither BERNINA International AG nor any BERNINA International AG's provider makes any representation or warranty of any kind, express or

implied: (i) as to the operation or availability of the Application, or the information, content, and materials or products included thereon; (ii) that the Application will be uninterrupted or error-free; (iii) as to the accuracy, reliability, or currency of any information or content provided through the Application; or (iv) that the Application, its servers, the content, or e-mails sent from or on behalf of BERNINA International AG are free of viruses, scripts, trojan horses, worms, malware, timebombs or other harmful components.

Some jurisdictions do not allow the exclusion of or limitations on implied warranties or the limitations on the applicable statutory rights of a consumer, so some or all of the above exclusions and limitations may not apply to you.

Limitation of Liability

Notwithstanding any damages that you might incur, the entire liability of BERNINA International AG and any of its suppliers under any provision of this Agreement and your exclusive remedy for all of the foregoing shall be limited to the amount actually paid by you for the Application.

To the maximum extent permitted by applicable law, in no event shall BERNINA International AG or its suppliers be liable for any special, incidental, indirect, or consequential damages whatsoever (including, but not limited to, damages for loss of profits, for loss of data or other information, for business interruption, for personal injury, for loss of privacy arising out of or in any way related to the use of or inability to use the Application, third-party software and/or third-party hardware used with the Application, or otherwise in connection with any provision of this Agreement), even if BERNINA International AG or any supplier has been advised of the possibility of such damages and even if the remedy fails of its essential purpose.

Some states/jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

Severability

If any provision of this Agreement is held to be unenforceable or invalid, such provision will be changed and interpreted to accomplish the objectives of such provision to the greatest extent possible under applicable law and the remaining provisions will continue in full force and effect.

Waiver

Except as provided herein, the failure to exercise a right or to require performance of an obligation under this Agreement shall not effect a party's ability to exercise such right or require such performance at any time thereafter nor shall be the waiver of a breach constitute waiver of any subsequent breach.

Amendments to this Agreement

BERNINA International AG reserves the right, at its sole discretion, to modify or replace this Agreement at any time. If a revision is material we will provide at least 15 days' notice prior

to any new terms taking effect. What constitutes a material change will be determined at our sole discretion.

By continuing to access or use our Application after any revisions become effective, you agree to be bound by the revised terms. If you do not agree to the new terms, you are no longer authorized to use the Application.

Governing Law

The laws of Switzerland, excluding its conflicts of law rules, shall govern this Agreement and your use of the Application. Your use of the Application may also be subject to other local, state, national, or international laws.

Contact Information

If you have any questions about this Agreement, please contact us.

Entire Agreement

The Agreement constitutes the entire agreement between you and BERNINA International AG regarding your use of the Application and supersedes all prior and contemporaneous written or oral agreements between you and BERNINA International AG.

You may be subject to additional terms and conditions that apply when you use or purchase other BERNINA International AG's services, which BERNINA International AG will provide to you at the time of such use or purchase.