

A. Introduction

1. The privacy of RareCyte's website visitors is very important to RareCyte. RareCyte is committed to safeguarding it.
2. Consenting to RareCyte's use of cookies in accordance with the terms of this policy when you first visit RareCyte's website permits RareCyte to use cookies every time you visit RareCyte's website.
3. This policy explains what RareCyte will do with your personal information, whether collected by RareCyte's website, submitted through RareCyte's website, or submitted or agreed to by other means, such as electronically.

B. Collecting personal information

The following types of personal information may be collected, stored, and used:

1. information about your computer including your IP address, geographical location, browser type and version, and operating system;
2. information about your visits to and use of this website including the referral source, length of visit, page views, and website navigation paths;
3. information, such as your email address, that you enter when you register with RareCyte's website;
4. information that you enter when you create a profile on RareCyte's website—for example, your name, profile pictures, gender, birthday, relationship status, interests and hobbies, educational details, and employment details;
5. information, such as your name and email address, that you enter in order to set up subscriptions to RareCyte's emails and/or newsletters;
6. information that you enter while using the services on RareCyte's website;
7. information that is generated while using RareCyte's website, including when, how often, and under what circumstances you use it;
8. information relating to anything you purchase, services you use, or transactions you make through RareCyte's website, which includes your name, address, telephone number, email address, and credit card details;
9. information that you post to RareCyte's website with the intention of publishing it on the internet, which includes your username, profile pictures, and the content of your posts;
10. information contained in any communications that you send to RareCyte by email or through RareCyte's website, including its communication content and metadata;
11. any other personal information that you send to RareCyte.

Before you disclose the personal information of another person to RareCyte, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

C. Using your personal information

Personal information submitted to RareCyte will be used for the purposes specified in this policy or on the relevant pages of the website. RareCyte may use your personal information for the following:

1. administering RareCyte's website and business;
2. personalizing RareCyte's website for you;
3. enabling your use of the services available on RareCyte's website;
4. sending you goods purchased through RareCyte's website;
5. supplying services purchased through RareCyte's website;
6. sending statements, invoices, and payment reminders to you, and collecting payments from you;
7. sending you non-marketing commercial communications;
8. sending you email notifications that you have specifically requested;
9. sending you RareCyte's email newsletter, if you have requested it (you can inform RareCyte at any time if you no longer require the newsletter);
10. sending you scientific material, including white papers and journal articles;
11. sending you marketing communications relating to RareCyte's business or the businesses of carefully-selected third parties which RareCyte think may be of interest to you, by post or, where you have specifically agreed to this, by email or similar technology (you can inform RareCyte at any time if you no longer require marketing communications);
12. providing third parties with statistical information about RareCyte's users (but those third parties will not be able to identify any individual user from that information);
13. dealing with inquiries and complaints made by or about you relating to RareCyte's website;
14. keeping RareCyte's website secure and prevent fraud;
15. verifying compliance with the terms and conditions governing the use of RareCyte's website (including monitoring private messages sent through RareCyte's website private messaging service);
and
16. other uses.

If you submit personal information for publication on RareCyte's website, RareCyte will publish and otherwise use that information in accordance with the license you grant to RareCyte.

Your privacy settings can be used to limit the publication of your information on RareCyte's website and can be adjusted using privacy controls on the website. RareCyte will not, without your express consent, supply your personal information to any third party for their or any other third party's direct marketing.

D. Disclosing personal information

RareCyte may disclose your personal information to any of RareCyte's employees, officers, insurers, professional advisers, agents, suppliers, or subcontractors as reasonably necessary for the purposes set out in this policy. RareCyte may disclose your personal information to any member of RareCyte's group of companies (this means RareCyte's subsidiaries, RareCyte's ultimate holding company and all its subsidiaries) as reasonably necessary for the purposes set out in this policy.

We may disclose your personal information:

1. to the extent that RareCyte is required to do so by law;
2. in connection with any ongoing or prospective legal proceedings;
3. in order to establish, exercise, or defend RareCyte's legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
4. to the purchaser (or prospective purchaser) of any business or asset that RareCyte is (or are contemplating) selling; and
5. to any person who RareCyte reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in RareCyte's reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

Except as provided in this policy, RareCyte will not provide your personal information to third parties.

E. International data transfers

1. Information that RareCyte collects may be stored, processed in, and transferred between any of the countries in which RareCyte operates in order to enable RareCyte to use the information in accordance with this policy.
2. Information that RareCyte collects may be transferred to the following countries which do not have data protection laws equivalent to those in force in the European Economic Area: the United States of America, Russia, Japan, China, and India.
3. Personal information that you publish on RareCyte's website or submit for publication on RareCyte's website may be available, via the internet, around the world. RareCyte cannot prevent the use or misuse of such information by others.
4. You expressly agree to the transfers of personal information described in this Section E.

F. Retaining personal information

1. This Section F sets out RareCyte's data retention policies and procedure, which are designed to help ensure that RareCyte comply with RareCyte's legal obligations regarding the retention and deletion of personal information.
2. Personal information that RareCyte processes for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
3. Notwithstanding the other provisions of this Section F, RareCyte will retain documents (including electronic documents) containing personal data:
 1. to the extent that RareCyte is required to do so by law;
 2. if RareCyte believes that the documents may be relevant to any ongoing or prospective legal proceedings; and
 3. in order to establish, exercise, or defend RareCyte's legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

G. Security of your personal information

1. RareCyte will take reasonable technical and organizational precautions to prevent the loss, misuse, or alteration of your personal information.
2. RareCyte will store all the personal information you provide on RareCyte's secure (password- and firewall-protected) servers.
3. All electronic financial transactions entered into through RareCyte's website will be protected by encryption technology.
4. You acknowledge that the transmission of information over the internet is inherently insecure, and RareCyte cannot guarantee the security of data sent over the internet.
5. You are responsible for keeping the password you use for accessing RareCyte's website confidential; RareCyte will not ask you for your password (except when you log in to RareCyte's website).

H. Amendments

RareCyte may update this policy from time to time by publishing a new version on RareCyte's website. You should check this page occasionally to ensure you understand any changes to this policy. RareCyte may notify you of changes to this policy by email or through the private messaging system on RareCyte's website.

I. Your rights

You may instruct RareCyte to provide you with any personal information RareCyte holds about you; provision of such information will be subject to the following:

1. the payment of a fee {ENTER FEE IF RELEVANT}; and
2. the supply of appropriate evidence of your identity ({ADJUST TEXT TO REFLECT YOUR POLICY for this purpose, RareCyte will usually accept a photocopy of your passport certified by a notary plus an original copy of a utility bill showing your current address}).

RareCyte may withhold personal information that you request to the extent permitted by law.

You may instruct RareCyte at any time not to process your personal information for marketing purposes.

In practice, you will usually either expressly agree in advance to RareCyte's use of your personal information for marketing purposes, or RareCyte will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.

J. Third party websites

RareCyte's website may include hyperlinks to, and details of, third party websites. RareCyte have no control over, and are not responsible for, the privacy policies and practices of third parties.

K. Updating information

Please let RareCyte know if the personal information that RareCyte hold about you needs to be corrected or updated.

L. Cookies

RareCyte's website uses cookies. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed. Cookies do not typically contain any information that personally identifies a user, but personal information that RareCyte store about you may be linked to the information stored in and obtained from cookies. {SELECT ACCURATE PHRASING RareCyte use only session cookies / only persistent cookies / both session and persistent cookies on RareCyte's website.}

1. The names of the cookies that RareCyte use on RareCyte's website, and the purposes for which they are used, are set out below:

1. we use Google Analytics and Adwords on RareCyte's website to recognize a computer when a user {INCLUDE ALL USES THAT COOKIES ARE USED FOR ON YOUR SITE visits the website / track users as they navigate the website / enable the use of a shopping cart on the website / improve the website's usability / analyze the use of the website / administer the website / prevent fraud and improve the security of the website / personalize the website for each user / target advertisements which may be of particular interest to specific users / describe purpose(s)};
2. Most browsers allow you to refuse to accept cookies—for example:
 1. in Internet Explorer (version 10) you can block cookies using the cookie handling override settings available by clicking "Tools," "Internet Options," "Privacy," and then "Advanced";
 2. in Firefox (version 24) you can block all cookies by clicking "Tools," "Options," "Privacy," selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
 3. in Chrome (version 29), you can block all cookies by accessing the "Customize and control" menu, and clicking "Settings," "Show advanced settings," and "Content settings," and then selecting "Block sites from setting any data" under the "Cookies" heading.

Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on RareCyte's website.

3. You can delete cookies already stored on your computer—for example:
 1. in Internet Explorer (version 10), you must manually delete cookie files (you can find instructions for doing so at <http://support.microsoft.com/kb/278835>);
 2. in Firefox (version 24), you can delete cookies by clicking "Tools," "Options," and "Privacy", then selecting "Use custom settings for history", clicking "Show Cookies," and then clicking "Remove All Cookies"; and
 3. in Chrome (version 29), you can delete all cookies by accessing the "Customize and control" menu, and clicking "Settings," "Show advanced settings," and "Clear browsing data," and then selecting "Delete cookies and other site and plug-in data" before clicking "Clear browsing data."
4. Deleting cookies will have a negative impact on the usability of many websites.

For more information, questions, or other concerns, please contact us at info@rarecyte.com.