



## **Privacy Policy Applied Microspheres version 05-2021**

This Privacy Policy is designed to inform you about Applied Microspheres's collection, use, and dissemination practices regarding data information that you provide by visiting the Applied Microspheres website. This Privacy Policy does not apply to any other data use, collection or dissemination practices, such as data collected offline or through websites other than [www.applied-microspheres.com](http://www.applied-microspheres.com).

This website provides an opportunity to learn and discover more about Applied Microspheres. This website is specifically directed at our customer base – particle technology scientists, particle sizing – and counting instrument operators, quality control officers, diagnostic test development researchers, life science and biotechnology scientists – and providing them with product information, technical and application related information in order to assist them to accomplish their quality control procedures, applications or research and development projects efficiently and to the highest standards.

Your use of this website is subject to this Privacy Policy, which you may at any time print or download. Whenever you submit information to Applied Microspheres through this website, you consent to the collection, use, and disclosure of that data information in accordance with this Privacy Policy. Applied Microspheres reserves the right to change this Privacy Policy at any time by posting the revised policy at this location, but such changes will not affect information provided by you prior to the effective date of the change unless you consent otherwise.

### **How we collect information about you:**

When you register with Applied Microspheres via this website, you will be asked to provide basic contact information (e.g., name, organization name, address, phone number, e-mail address, etc.). On this website, for example, we may collect and retain contact and other information from you in a number of ways, such as when you place an order, ask for a quotation, request e-mail updates or other information, complete customer surveys, submit a feedback or contact form, or provide a resume. If any third parties provide information to us about you, we may combine that information with other information we collect about you, and if and to the extent we do, we will treat such combined information in accordance with this Privacy Policy.

This website collects various information from you in the course of your navigation of the website, such as the URL of the website you previously visited, the browser version you use, your Internet Protocol (IP) address, IP ports, date/time, size of data transferred, pages you visit, and other "clickstream" data. We are typically not able to relate such data to you as an individual if you merely browse our website and do not disclose your identity to us, e.g., in connection with a registration. Applied Microspheres also uses "cookies" to enhance your website visit. A "cookie" is information either temporarily or permanently stored in a file on your computer.

You can set your internet browser to reject cookies (refer to your internet browser instructions if you wish to do so), but that may limit your use of some convenience features at this website.

#### **How we use information about you:**

Applied Microspheres uses information collected by clickstream data collection and cookies to store your preferences, improve website navigation, make personalized features and other services available to you, compile and analyse aggregate statistics and trends, and otherwise help administer and improve the website. Where you provide registration information, cookies can also be used to identify you when you log onto the website or portions of the website. Except as otherwise stated, Applied Microspheres may use information it collects from you and others to respond to your request, improve the content, services, and products that Applied Microspheres provides, customize this website to your preferences, communicate information to you (where you have not expressed a preference otherwise), for our marketing and research analysis, and for other purposes identified to you. Some marketing and research analysis is conducted by third parties providing data collection and analysis services under contract with Applied Microspheres, utilizing anonymous data collected from cookies. As noted above, you can reject such cookies by following your browser's instructions. Applied Microspheres reserves the right to make full use of information that is not in personally identifiable form.

From time to time, Applied Microspheres uses contact information obtained via this website to send e-mail and postal mail supplying customers with the most recent product and service information. If you order products or services via our website, Applied Microspheres may contact you by e-mail to send you information about your order (e.g., order confirmations, shipment notifications, etc.) Applied Microspheres may also contact website visitors via e-mail regarding their account status, and about changes to any relevant agreements or policies.

#### **How information may be disclosed and how it is protected:**

Applied Microspheres does not provide the personally identifiable information you supply to us to outside mailing lists. Applied Microspheres may share information about you with Applied Microspheres' affiliates, successors, and agents/representatives (for example, consultants), which are required to treat the information in accordance with this Privacy Policy. Applied Microspheres takes reasonable steps to safeguard the information you provide to us. For example, all web pages transmitting personal or financial information are encrypted from your client PC to our servers using the standard known as SSL (Secure Sockets Layer). Beyond the SSL barrier your data is protected once it reaches our network through the use of secure multi-tiered firewalls. Portions of your data may also be encrypted on our storage server for additional security. We may disclose personally identifiable information that you provide via this website to respond to law enforcement requests or where required by applicable laws, regulations, or court orders.

Because no system is 100% secure or error-free despite taking commercially reasonable steps, Applied Microspheres and its affiliates do not promise, and you should not expect, that information you provide to Applied Microspheres shall remain private under all circumstances. It is your responsibility to safeguard any passwords, ID numbers, or other special access features associated with your use of the website.

**Opting out:** If you do not wish to receive certain communications from Applied Microspheres, or our affiliates or representatives, you may opt out by: (1) declining the service offered when registering or at other information collection points on the website, or (2) informing us that you no longer wish to receive such communications. We will comply with such requests unless such communications are required by law or do not require your consent under applicable laws. If you opt out of certain communications, you may not be able to

access certain Applied Microspheres products or services. If you would like to opt-out of receiving communications from affiliates or other third parties with whom we shared data in accordance with this policy, please contact such third parties directly.

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