



Quality in Control

## HistoCyte Laboratories Limited

### Privacy Policy

Issue 1. MAY 2018

**HistoCyte Laboratories Ltd**

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## Privacy Policy

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

### 1. What information do we collect?

We may collect, store and use the following kinds of personal information:

- a) Email address
- b) Information relating to any transactions carried out between you and us on or in relation to information you have requested or relating to any purchases you make of our goods or services.
- c) Information that you provide to us for the purpose of registering with us.
- d) Information that you provide to us for the purpose of subscribing to our services, email notifications and/or newsletters.
- e) any other information that you choose to send to us

### 2. Cookies

A cookie consists of information sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We use both “session” cookies and “persistent” cookies on the website. We will use the session cookies to: keep track of you whilst you navigate the website; and store your country and currency.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites, including this one.

### 3. Using your personal information

Personal information submitted to us via this website or other means will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- a) improve your browsing experience by personalizing the website;
- b) enable your use of the services available on the website;
- c) send statements and invoices to you, and collect payments from you;
- d) send you general (non-marketing) commercial communications;
- e) send you email notifications which you have specifically requested;
- f) send to you our newsletter, sale offers, surveys and other marketing communications relating to our business [which we 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 us at any time if you no longer require marketing communications)];
- g) deal with enquiries and complaints made by or about you relating to the website or products

Where you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the license you grant to us.

We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.

#### **4. Disclosures**

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose your personal information:

- a) to the extent that we are required to do so by law;
- b) in connection with any legal proceedings or prospective legal proceedings;
- c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- d) to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling; and
- e) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

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

## **5. International data transfers**

Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this privacy policy.

Information which you provide may be transferred to countries (including [the United States]) which do not have data protection laws equivalent to those in force in the European Economic Area.

International data transfers is most applicable for those contacting us from outside of the UK as we will refer them to our local distribution partner.

You expressly agree to such transfers of personal information.

## **6. Security of your personal information**

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure database.

## **7. Policy amendments**

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

We may also notify you of changes to our privacy policy by email.

## **8. Your rights**

You may instruct us to provide you with any personal information we hold about you.

Provision of such information will be subject to:

- (a) 30 day turnaround period; and
- (b) the supply of appropriate evidence of your identity. For this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address.
- (c) For unfounded or excessive requests a charge may be incurred or refused;
- (d) If a request is refused an explanation will be provided, you have the right to complain to the supervisory authority and to a judicial remedy.

We may withhold such personal information to the extent permitted by law.

You may instruct us not to process your personal information for marketing purposes by email at any time. In practice, you will usually either expressly agree in advance to our use of your personal

information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes.

### **9. Third party websites**

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

### **10. Updating information**

Please let us know if the personal information which we hold about you needs to be corrected or updated.

### **11. Contact**

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to [info@histocyte.com](mailto:info@histocyte.com) or by post to Herschel Annex, Newcastle University, Newcastle upon Tyne, Tyne and Wear, NE1 7RU.

### **12. Data controller**

The data controller is responsible in respect of the information collected by HistoCyte Laboratories Ltd

Our data protection registration number is **A8328244**