



## HEMATOGENIX LABORATORY SERVICES LIMITED (“Hematogenix”) NOTICE OF PRIVACY PRACTICES & COOKIES

August 1, 2019

### Privacy Policy Notice

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### Policy

This privacy policy notice is for this website [www.hematogenix.com](http://www.hematogenix.com) and served by Hematogenix Laboratory Services Limited, Pinnacle House, 2 Oakwood Square Cheadle Royal Business Park, Cheadle, SK8 3SB, UK and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy, you may wish to cease using this website.

### Policy key definitions:

- "I", "our", "us", or "we" refer to the business, Hematogenix Laboratory Services limited.
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user’s computer or device.

### 1. Personal data collection

We only collect personal data that you want to provide to us or that is needed to provide our service to you. Your personal data such as name and e-mail address we collect directly as well as connection and system information.

Your consent is the legal basis for the processing of your personal data and/or any other applicable legal basis, such as our legitimate interest in engaging in commerce and offering services of value to you.

Any consent you provide may be withdrawn at any time.

So that we can provide you with information on our services or to respond to your questions or comments you may want to give us your e-mail address, name, telephone number etc.

For users who do not provide their data, or who do not consent to the use of Cookies and similar technologies on this site, some website functionality may be unavailable.



If you choose not to provide your personal data, we will not be able to provide you with our services, support or responses.

If, as determined by Hematogenix Laboratory Services, the lawful basis changes upon which personal information is processed, we will notify data subject about the change and any new lawful basis to be used if required. We shall stop processing personal information if the lawful basis used is no longer relevant.

## **2. Your personal processing**

Your personal data will only be used for the purposes for which you provided it to Hematogenix Laboratory Services, as indicated to you at the time you provided your personal data. It may be used to administer, support our services, to prevent breaches of security, our contract terms or the law. It may also be disclosed, including a disclosure to entities based outside the European Economic Area (“EEA”), to third parties in the event of a reorganisation of the business, or as otherwise required or permitted by law or applicable regulator.

## **3. Your personal shared with Third-Party**

Unless required by law Hematogenix will never share your personal data with any Third-Party business organisation that intends to use it for their own purposes. We may transfer or disclose your personal data to data controller to be used for similar purposes, at its discretion, and you consent to such transfer or disclosure.

Data controller to whom your personal data is transferred or disclosed to shall have the same rights and obligations with regard to your personal data as Hematogenix.

We may share your personal data with Third-Parties with your consent, such as those who assist us to perform technical operations, in the strictly limited circumstances.

Third-Party Data Processors who help us administer this website, or process the data submitted to it, may have access to your data:

- service providers,
- digital agencies,
- hosting providers,
- data storage providers,
- and other technical partners.

Some of these business partners may be located outside the country where you accessed this website.

## **4. Your individual rights**

Under the GDPR your rights are as follows. You can read more about <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>;

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk](http://www.ico.org.uk) if you feel there is a problem with the way we are handling your data.



We handle subject access requests in accordance with the GDPR.

## **5. Internet cookies**

We may use cookies on this website to provide you with a better user experience, by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

Some cookies may be required to enjoy and use the full functionality of this website.

If you do not agree to the usage of cookies, do not use this website. Your continued usage of this website is an act granting permission for the use of cookies. Some cookies will be saved for specific time periods, where others may last indefinitely, minimized to comply with applicable law. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

## **6. Data security and protection**

The Company implements appropriate technical and organisational measures to ensure and demonstrate compliance with GDPR.

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information.

Regardless of whether personal data is processed electronically or in paper form it's always safeguarded from unauthorized access and unlawful processing or disclosure, as well as accidental loss, modification or destruction.

New IT systems, technical and organizational measures to protect personal data is defined and implemented before the introduction of new methods of data processing.

These measures are based on the risks of processing, and the need to protect the data determined by the process for information classification.

Our methods meet the GDPR compliance requirement.

## **7. Transparent Privacy Explanations**

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

## **8. Retention of your personal data**

We will retain your information only for as long as is necessary for the purposes set out in this policy. Your information will be retained and used only to the extent necessary to comply with our legal obligations (if we are required to retain your information to comply with applicable laws), resolve disputes, and enforce our agreements. We may also retain log files for internal analysis purposes where they are used for website security, to improve website functionality, or we are legally obligated to retain them.

## **9. Changes to the terms of this Privacy Policy**

We will occasionally make changes and corrections to this Privacy Policy. We'll let you know if we believe that the changes are material, by following:

- posting the changes on this site, or
- sending you an email or message about the changes.



We will also give you the opportunity to consent to these material changes.

Upon the posting of the changes and your acceptance of the changes, they will be effective, which may be through your continued use of the site after the changes take effect.

#### **10. How to contact Hematogenix**

In the event of a disaster of any kind, immediately contact the Hematogenix controller/processor informing them of the disaster via phone or email, and Hematogenix will refer to and implement the respective disaster recovery and business continuity plans and procedures.

The data controller / processor, responsible for your personal information for the purposes of the applicable European Union data protection law is:

Mahdy Amine, SVP, General Counsel  
Hematogenix Laboratory Service Limited,  
Pinnacle House, 2 Oakwood Square Cheadle Royal Business Park, Cheadle, SK8 3SB, UK  
Telephone: (708) 444-0444

Email: [mamine@hematogenix.com](mailto:mamine@hematogenix.com)

If you have any questions about this Privacy Notice or our data collection practices, please contact us at the address, telephone number or email listed above and specify your country of residence and the nature of your question.

#### **11. To What Extent is There Automated Decision-Making?**

In the general course of establishing and carrying out our normal business processes, we do not use any automated decision-making. If we do so in connection with an individual transaction, we will inform you of the automated decision-making in connection with that transaction.

#### **12. Will the Company Use My Personal Data for Marketing?**

We will ask for your consent before sending your marketing communications. Any marketing communication will also include a means for opting out of future marketing communications.

#### **13. Children's Data**

This website is not directed to, nor do we knowingly collect information from, anyone under the age of 18. If you become aware that your child or any minor under your care has provided us with information without your consent, please contact us at the contact information listed above.