

# BIOCENTURY

## BIOCENTURY PRIVACY POLICY

*Updated May 25, 2018*

Our Privacy Policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our Web Site and our Publications and Services. This statement will be reviewed regularly to address changing legal obligations, technologies, business practices and our customers' needs. If you do not agree with this Privacy Policy, do not access or use our Web Site or subscribe to our Publications and or Services or interact with any other aspect of our business.

### Your Consent

By using the BioCentury Web Site or subscribing to a BioCentury Publication or Service, you consent to our collection and use of your personal information as described in this Privacy Policy.

### What Information Do We Collect?

When you visit our Web Site or subscribe to one of our Publications or Services, you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and Web Site use information that is aggregated as you and others browse our Web site. Our Web Site is not intentionally designed for or directed at children 13 years of age or younger. It is BioCentury's policy never to knowingly collect or maintain information about anyone under the age of 13.

### Personal Information You Choose to Provide

**Account Information.** When you subscribe to a BioCentury Publication or Service, or purchase any other products or services from us or our partners, you may need to give personal information necessary to establish your account and provide the Publication or Service and to authorize us to obtain information from various credit services in order to collect your payment. For example, you may need to provide the following information:

- Name
- Title
- Employer
- Mailing address
- Email address
- Business phone number(s)
- Business fax number
- Billing address, phone, fax (if different)
- Account password
- Full name on credit card
- Credit card number
- Credit card expiration date
- Credit card security code (on back of card)

**Service Profile Information.** Some of BioCentury's Publications or Services may provide you the option of customizing your use of the Publication or Services. If you choose to take advantage of these features, it may be necessary to provide additional information necessary for the Publication or Service to provide the content according to your preferences. These preferences will not be shared with third parties.

**Email Information.** If you choose to correspond further with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

**Residents of the European Union (EU).** If you are a resident of the EU, any personally-identifiable information you provide to BioCentury will be collected and processed in accordance with the laws and regulations governing personal data and privacy of residents of the EU and will be deemed to be provided to our affiliate BioCentury International Inc.. You consent to such information being onward transferred to and processed by BioCentury Inc. on behalf of BioCentury International located at Cranbrook House, 287-291 Banbury Road, Oxford OX2 7JQ, United Kingdom and used by BioCentury Inc. in accordance with this Privacy Policy.

If you are a resident of the EU, we will collect and process personal information about you only in situations where we have legal bases for doing so under applicable laws of the EU. You may also have certain rights in relation to your personal information, including the right to:

- request access to and obtain a copy of your personal information

- correction of your personal information if it is no longer accurate
- restrict or object to the processing of your personal information in certain circumstances
- withdrawal of your consent for your personal information

You may send your request to us at [EUrequest@biocentury.com](mailto:EUrequest@biocentury.com) or in writing enumerating your request to BioCentury Inc. P.O. Box 1246 San Carlos, CA. 94070-1246 Attn: Privacy. We will consider and act upon any request in accordance with applicable data protection laws.

If you have any inquiries, complaints or difficulties in exercising these requests set forth above, please direct your inquiry to [privacy@biocentury.com](mailto:privacy@biocentury.com).

You may also have the right to complain to the Information Commissioner (if you are in the UK) or to your local data protection authority for your member state if you are in the EU.

Residents of The People's Republic of China. If you are a resident of The People's Republic of China, you consent that any personally-identifiable information you provide to BioCentury will be used and processed in accordance with this Privacy Policy and stored on BioCentury's servers in the United States. You also consent to such information being processed and onward transferred to Outside Parties and Strategic Partners as set forth by BioCentury Inc. in accordance with this Privacy Policy.

#### Web Site Use Information

We automatically collect Web Site usage information from you when you visit our Web Site. Similar to other commercial web sites, our Web Site uses "cookies" and web server logs and Web Traffic Analytic Services to collect information about how our Web Site is used. The information gathered may include the date and time of visits and page views. We collect specific data about Subscriber use of our Publications and Data Solutions, including the pages accessed by UserID and when they are accessed. This information is collected to ensure individual and corporate compliance with the BioCentury User Agreement and to allow you to customize your use of the Web Site. We may collect information about specific searches with the intention of identifying what features of the Web Site are frequently accessed but do not correlate it to a specific individual. This ensures we can continue to develop our Web Site to meet the needs of our readers. In addition, we may use this information in an aggregated and anonymized fashion for BioCentury's marketing endeavors. We may track a link to an external web site referenced in our Publications to better understand our readers' interests. The usage information we collect may be compiled into aggregated usage information to manage and improve the Web Site.

#### How Do We Use the Information That You Provide to Us?

Broadly speaking, we use personal information for purposes of administering our business activities, providing customer service and making available other products and services to our customers and prospective customers. Our uses of personal information may include the following:

- To enable us to process, validate, verify and deliver subscriptions that you have ordered.
- To allow us or you to personalize the content that you obtain based on personal characteristics or preferences.
- To provide Service Notices to you about important changes to our Web Site.
- To provide information about new or existing products, services or special offers from us or from other companies we believe will be of interest to you or otherwise to contact you.
- To improve BioCentury's Products and Services.
- To monitor your compliance with the terms of the BioCentury User Agreement. For example, we automatically collect IP address information from you when you visit our Web Site, and we may use this information to monitor your compliance with the restrictions in our User Agreement regarding sharing access to Publications and Services.
- To comply with the law.

#### Do We Disclose Information to Outside Parties?

BioCentury shares personal information with other companies or individuals outside of BioCentury only in the following limited circumstances:

- We have your consent for a specific purpose, such as to establish an account using a credit card.
- You have registered to participate in an event where we are an organizer in conjunction with a partner or a third party event manager.
- We provide such information to our subsidiaries, affiliated companies or other trusted businesses or persons for the purpose of processing personal information on our behalf. We require that these parties agree to process such information based on our instructions and in compliance with this Privacy Policy and any other appropriate confidentiality and security measures.
- We have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to (a) satisfy any applicable law, regulation, legal process or enforceable governmental request, (b) enforce the terms or conditions of the BioCentury User Agreement, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address fraud, security or technical issues, or (d) protect against imminent harm to the rights, property or safety of BioCentury, its customers or the public as required or permitted by applicable law.

Your personal information is not otherwise shared with third parties and is never sold or traded or distributed outside of BioCentury for marketing purposes.

#### Coordinating Information with Strategic Partners

We may enter into strategic alliances or partnerships with third parties (“Strategic Partners”) for the purposes of jointly providing additional publications or services. If you choose to provide personal information or consent to the use of existing personal information for the purposes of subscribing to such additional products or services, it may be necessary to share the personal information you provide to us with our Strategic Partners to deliver the publication and or service you have purchased or registered for. In any case, we will require that the privacy policies of such Strategic Partners provide substantially similar protections to those provided by BioCentury.

#### Corporate Subscriptions and Third Party Sources

If your access to BioCentury’s Publications or Services is provided by your employer or a third party, your employer or that third party may provide us with limited amounts of personal information about you to enable your access to the Publications and Services. In addition, your employer or the third party may require us to provide them with information about your access to the Publications or Services, for example to verify that you are using the Publications and Services they have purchased on your behalf. In addition, we may be required to provide your employer or third party with personally identifiable information in order to enforce compliance with the BioCentury User Agreement.

From time to time, we obtain lists of names from third party sources that may contain individuals’ personal information. BioCentury treats such information in the same way as other personal information in our possession.

#### Choice/Opt Out

BioCentury offers you the choices and means to limit use and disclosure of your personally identifiable information. As such, you will be provided with an opportunity to opt-out of the following situations: (a) having your personally identifiable information disclosed to third parties, other than to the extent legally required or as needed to provide the Publications and Services for which you have subscribed or to enable you to attend the events for which you have registered, (b) having your personally identifiable information used by us for a purpose which is incompatible with the purpose for which it was originally collected or subsequently authorized by you, (c) having your personally identifiable information shared or used or transferred in other ways, (d) having complementary goods and services marketed to you.

BioCentury will provide you with a clear, conspicuous, readily available mechanism to exercise this choice. We will take all reasonable steps to honor your request. To opt out, **please click here** and you will be re-directed to our Opt Out Request Form. You may also exercise this opt out choice by contacting us at **optout@biocentury.com** or in writing enumerating your opt out choices to BioCentury Inc. P.O. Box 1246 San Carlos, CA. 94070-1246 Attn: Privacy. If you have any inquiries, complaints or difficulties in exercising these opt out options set forth above, please direct your inquiry to **privacy@biocentury.com**.

Generally, if you choose to limit the use and disclosure of your personally identifiable information, BioCentury may not be able to:

- Provide service notices regarding Web Site changes, new or existing products, services, special offers, or otherwise contact you.
- Share your information for participation in an event with a partner or third party manager.

#### Your California Privacy Rights

California Civil Code Section 1798.83 permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we disclosed personal information (if any) for direct marketing purposes during the preceding calendar year. If applicable, this information would include the categories of personal information shared with those third parties. If you are a California resident and wish to make such a request, you may contact us by sending us an email at **privacy@biocentury.com** or write to us at BioCentury Inc. P.O. Box 1246 San Carlos, CA. 94070-1246 Attn: Privacy.

#### Residents of U.S. states other than California and non European Union Residents.

Users of U.S. states other than California and individuals who are not residents of the EU may also request and obtain from us once a year, free of charge, a list of the third parties to whom we disclosed personal information (if any) for direct marketing purposes during the preceding calendar year. If applicable, this information would include the categories of personal information shared with those third parties. If you wish to make such a request, you may contact us by sending us an email at **privacy@biocentury.com** or write to us at BioCentury Inc. P.O. Box 1246 San Carlos, CA. 94070-1246 Attn: Privacy.

#### Transfer to U.S. or Other Countries

Your information may be stored and processed in the United States or any other country where BioCentury has facilities, and by subscribing to our Publications or Services you consent to the transfer of information outside of your country.

If BioCentury becomes involved in a merger, acquisition or any form of sale of a substantial portion of its assets, we will provide notice before personal information is transferred and becomes subject to a different privacy policy.

## Your Disclosures to Third Parties

From time to time BioCentury's Publications or Web Site may publish notices about events conducted by third parties. In addition, third party advertisers may engage BioCentury to offer the advertisers' products and services to our customers and prospective customers. We cannot make any representations about the practices, policies, publications or services of these advertisers or other third parties, however, and your use of such parties' offers are your own responsibility and are not covered by this Privacy Policy. In addition, we are not responsible for the practices employed by Web sites linked to or from our Web site nor the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our Web Site to another Web site, this Privacy Policy is no longer in effect. Your browsing and interaction on any other Web site, including Web sites that have a link to our Web Site, is subject to that Web site's own rules and policies. Please read those rules and policies before proceeding.

## How Do We Secure Information Transmissions?

From time to time, we may offer you the ability to pay for Publications and Services with a credit card using e-commerce software that meets payment card industry data security standards.

Other email that you may send to us may not be secure unless we advise you that security measures will be in place prior to your transmitting the information. For that reason, we ask that you do not send confidential information such as Social Security or credit card account numbers to us through an unsecured email.

## How Do We Protect Your Information?

**Information Security.** Personal information and user-specific settings and preferences are stored using commercially standard database and web site security software. User passwords are saved in encrypted form to prevent unauthorized access or disclosure and accidental loss, alteration or destruction.

**Evaluation of Information Protection Practices.** Periodically, our operations and business practices are reviewed for compliance with corporate policies and procedures governing the security, confidentiality and quality of our information.

**Employee Access, Training and Expectations.** Our employees are required to protect confidential third party information in general as a condition of employment at BioCentury, and our business practices limit the use and disclosure of such information, including personal information, to authorized persons, processes and transactions.

## Providing, Correcting and Updating Your Information

When you order a Publication or Service, we ask you to provide personal information. If you decline to submit this personal information, BioCentury will not be able to provide those Publications or Services to you.

This personal information will be used only for the purposes described in this Privacy Policy unless we have obtained your prior consent.

You may modify your Password at any time by going to the Change Password page in the Customer Service area on the BioCentury Web Site. This password is stored in encrypted format so that no one else can change it or use it.

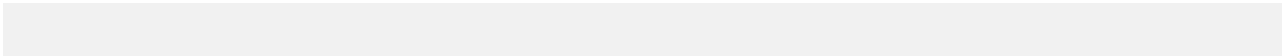
You may contact Subscriber Services to notify BioCentury of changes to your personal information, to review and correct your personal data if they are inaccurate, or to delete such data if it is not otherwise required to be retained by law or for some legitimate business purpose.

To process your requests, we may ask you to provide such identification as we deem necessary to protect your personal information from unauthorized access. Also, we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical (for example, requests concerning information residing on backup tapes), or for which access is not otherwise required. In any case where we provide information access and correction, we perform this service free of charge during normal business hours of our headquarters corporate office, except if doing so would require a disproportionate effort.

If you have any questions about this Privacy Policy, or concerns about the use of your personal information, please direct your inquiry to Corporate Services.

## Modifications to this Policy

BioCentury reserves the right to add to, modify, update, or amend this Privacy Policy at any time, simply by posting such addition, modification, update or amendment on this Web Site. Any such addition, modification, update or amendment will be effective immediately upon posting on the Web Site. Please check the Policy when you use our Web Site to ensure that you are aware of any changes in our privacy practices. Our Privacy Policy will always indicate the date it was last updated. Your use of any portion of our Web Site after any changes will constitute your consent to and acceptance of such changes.



Source URL: <https://www.biocentury.com/legal/privacy-policy>