



## Privacy Policy & Cookies Notice

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NBS Scientific attaches great value to your privacy. We have developed this policy in order for you to understand how we collect, process, use and store personal information in accordance with the applicable legislation regarding data protection. The following outlines our privacy policy.

Contact details of the Data Controller:

NBS Scientific UK  
4 King's Bench Walk, Temple  
London  
EC4Y 7DL  
UNITED KINGDOM  
T: +44 (0)1223 603 778  
E: [info@nbsscientific.co.uk](mailto:info@nbsscientific.co.uk)

### 1. Collecting and processing of personal data & security

There are two general categories of information that we collect and / or ask for.

#### a. Personal data that is freely provided by the user

We collect and process data that we receive from you. For example when you contact our customer service or complete a form on our website. The types of personal data that we collect and process are the following: first name, last name, email address, phone number, company name, address, ZIP/postal code, city and country. This information will only be used by us for the described purpose.

#### b. Personal data that is collected automatically and cookies

We collect additional data through so called cookies whenever you are accessing our website. Our website only makes use of Google Analytics-cookies. Google Analytics is a web analysis service from Google Inc. ("Google") and uses cookies in order to analyze the use of the website. We do not use other Google services in combination with the Google Analytics-cookies. A data processing agreement with Google has been signed which stipulates that Google only acts as a processor of the personal data of our website visitors.

The personal data that is automatically collected and processed by Google Analytics are anonymized IP addresses.

To ensure an anonymous collection of IP addresses on our website, the last octet of your IP address will be masked by Google. The data sharing option with Google has been turned off, so that Google cannot use the collected personal data of our website visitors for their own purposes. You can prevent the storage of cookies by choosing an appropriate setting in your browser. Furthermore, you can prevent the collection and processing of the data generated by the cookies (your anonymized IP address) by downloading and installing the so-called "opt-out browser add-on" via the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>. More information about the terms of use and data protection can be found under the [conditions of Google Analytics](#) or the [privacy overview of Google Analytics](#).

## **2. Use and disclosure of personal data & retention**

The collected data about you is used for the following purposes.

### a. Providing the best possible service

The most important reason we use your data is to fulfill our contractual obligations towards you and to ensure that our service is provided to you in the best possible way.

### b. Providing, personalizing, measuring and improving our online marketing

We want to make our website and online communication attractive to all our users. That is why it is in our interest to find out how you use it. For this reason we use your data to keep in touch via e-mail or telephone to answer your questions, to inform you about additional services, events, offers, promotions and benefits, and to draw up anonymous statistical information that we use for marketing analysis and to improve our website.

Your personal data will not be provided to third parties without your explicit permission unless this is necessary to execute an agreement, provide a specific service or when required by law. The data may be accessible to external parties appointed by us as data processors (such as third-party technical service providers, mail carriers, hosting providers, IT companies and communications agencies). We conclude a data processing agreement with these parties to ensure the same level of security and confidentiality of your data. NBS Scientific will not retain your personal data for longer than is strictly necessary to achieve the purposes for which the data was collected.

## **3. Google Analytics & reCAPTCHA**

This website uses Google Analytics, a web analysis service from Google Inc. ("Google"). Google Analytics uses cookies in order to analyze the use of the website. The information generated by the cookies about your use of this website is transferred to a Google server in the United States and stored there.

Since IP addresses are anonymized on our website, your IP address will be shortened by Google in the Member States of the European Union or in other treaty states of the Agreement on the European Economic Area. Only in exceptional cases will the entire IP address be transferred to a Google server in the United States and shortened there. In agreement with the administrator of this website, Google will use information to evaluate how the website is used, to compile reports on the activities on the website and to offer other services with regard to the use of the website and the internet. The IP address transmitted by your browser within the framework of Google Analytics is not combined with other data from Google. You can prevent the storage of cookies by choosing an appropriate setting in your browser. We would however like to point out that you may not be able to use all the features of this website in this case. Furthermore, you can prevent the recording and processing of the data generated by the cookies (including your IP address) by downloading and installing the so-called "opt-out browser add-on" via the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>. You can prevent Google Analytics from collecting data by clicking [here](#). If you do this an "opt-out cookie" is placed on your website. This ensures that your data is no longer collected when you visit this website. More information about the terms of use and data protection can be found under the [conditions of Google Analytics](#) or the [privacy overview of Google Analytics](#). Please note that on this website Google Analytics has been expanded by the code "gat.\_anonymizelp ();" to ensure an anonymous collection of IP addresses (so-called IP masking).

We use the reCAPTCHA service from Google Inc. (Google) to protect data sent via this website. This function checks whether a message is sent by a person. This prevents 'spam bots' from automatically sending messages or leaving comments. The IP address of a visitor and possibly also other data are sent to let Google reCAPTCHA work. To do this, the content of a message is sent to and processed by Google. The IP address is abbreviated and thereby made anonymous in countries that are part of the EU and states that participate in

the treaty for the European economic area. In exceptional cases, an IP address is fully transmitted to a Google server in the United States and abbreviated there. Google uses this information on behalf of the owner of this website to evaluate the use of this service. The IP address provided by reCAPTCHA will not be combined with other data from Google. Google's data protection rules apply to the collection of this data. More information about Google's privacy policy can be found on this page: <https://www.google.com/intl/en/policies/privacy/>. By using reCAPTCHA you agree that Google will process information about you in the manner and for the goal as described above.

#### **4. Right to information or deletion and blocking of data**

We would like to inform you that you have the right to:

- Request information about the personal data we process
- Request changes, corrections or deletion of your personal data
- Restrict the processing of your personal data
- Transfer your personal data (data portability)
- Make objections to the processing of your personal data
- Receive the personal data we store about you

If you have a request or want to make an objection regarding personal data, please contact NBS Scientific. If you believe that your data protection right is being violated, you have the right to lodge a complaint with the authority that monitors data protection in your country or with another similar authority within the EU. An overview of this can be found here: [http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm).

#### **5. Application of privacy policy**

Our privacy policy applies to all services offered by NBS Scientific, but excludes services that have separate privacy policies that do not incorporate this Privacy Policy. Our privacy policy does not apply to services provided by other companies or individuals, including other sites that link to our services. Our website may refer to services outside our control and ownership. This privacy policy does not cover the data policies of other companies, individuals and organizations. We advise you to read the privacy policies of each website you visit.

#### **6. Updates to this statement**

We reserve the right to modify this privacy policy at any time. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom. If you do not accept this privacy policy and cookies notice, please do not continue to use this site.

Last modification date: 18-03-2019