

PRIVACY POLICY

Please take the time to read the following information carefully so that you fully understand our views and practices regarding your personal data and how we will use it.

1. WHO DOES THIS PRIVACY NOTICE APPLY TO?

This privacy notice applies to individuals who:

- decide to register with us, or make an inquiry, for the purposes of donating blood, blood derivatives or other bodily fluids for scientific or medical research purposes (known as “donors” under this privacy notice), and donors (or potential donors) who attend our donor centers;
- provide donor screening information;
- visit biospecialty.com (our **Site**); or
- enter competitions, promotions or giveaways, or complete a survey or give us feedback.

This privacy notice **does not** apply to genetic material personal data (namely blood, blood derivatives or other bodily fluids) that we collect from donors. This is because in such instances details of what personal data we will collect and how we will process such personal data will be set out in separate consent forms and privacy notices.

Other than in relation to answers you choose to give us (including when you book an appointment or in response to surveys), in activities governed by this privacy notice, we do not collect any personal data about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health or genetic and biometric data. Nor do we collect any information about criminal convictions and offences.

(Note that if you donate at one of our facilities, some of the above information relating to your health, gender, and other matters will be collected in order to meet government regulations intended to ensure the safety of the blood supply. To prepare for your possible donation, we collect certain health information when you complete the Donor Pre-Screening form. We may also collect data about race, ethnicity, smoking status, medications you have used, and similar types of information related to your donation for scientific research purposes. However, before we ask for any type of sensitive personal data, you will be informed and asked to consent to the collection.)

Our Site, as well as activities relating to registering/enrolling as donors, entering competitions, participating in promotions or giveaways, or completing a survey or giving us feedback are not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notices we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your personal data and what your rights are under certain state laws. This privacy notice supplements other notices and privacy notices and is not intended to override them unless otherwise stated.

2. WHO ARE WE AND OUR DPO

This privacy notice is issued by Biological Specialty Company (BSC) whose US principal place of business is 123 Frost Street, Suite 115, New York, NY 11590. We are part of the BioIVT group of companies and you can learn more about us [here](#). When we refer to **BioIVT**, **we**, **us** or **our** in this privacy notice, we are referring to BSC and, as applicable, BioIVT.

If you have any questions regarding this privacy notice, please contact our data protection officer at privacy@bioivt.com or write to us at PO BOX 770 Hicksville, NY 11802 (marked for the attention of our Data Protection Officer).

3. ABOUT THIS PRIVACY NOTICE

This privacy notice sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Personal data means any information about an individual from which that person can be identified. It does not include data where the identity of the individual has been removed (anonymous data).

This privacy notice is effective on and from July 01, 2023. We may amend this privacy notice at any time, and whenever we do so we will notify you by posting a revised version on our Site and/or emailing you. Please review this privacy notice each time you access our Site or any of the features available on it as it may have been updated since your last visit.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us (see "**Who We Are and Our DPO**" above) . If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

4. REGISTERING/ENROLLING AS A DONOR

We collect personal data about you through the enrolment/registration process, either directly from you or sometimes from our Site, if you place an inquiry to donate or provide donor screening data through our online forms, or contact us for other purposes through our Site (including to learn more about becoming a donor).

In connection with your registration/enrolment as a donor and/or any inquiries you make about our donor services/opportunities, we will collect, store and use the following categories of personal data about you:

- your full name;
- your contact details including email address and phone number(s);
- your gender;
- the donor center location you choose;
- whether you are a new or returning donor;
- what you are interested in donating;
- information about you when you interact with us on social media platforms or access our social media content (the information we may receive is governed by the privacy settings, policies, and/or procedures of the applicable social media platform, and we encourage you to review them);
- information about your telephone calls to us or our calls to you including your telephone number and caller ID information, activity while connected to the call, the options you select on our automated call system, and your voice. We may record telephone calls for quality control purposes but will only do so after notifying you during that call that your call is being recorded and always in compliance with local laws and regulations;
- information about you on CCTV cameras if you visit our donor centers (CCTV cameras are used for crime prevention and public safety); and/or
- any other information you are asked to provide on appointment booking forms or inquiry form (including how you heard about us and if you are a University student which University you attend) or that you voluntarily provide to us (including when attending a donor center or any details you provide in any messages you send to us).

Subsequent Donation: If you meet criteria for subsequent donation based on the information you have provided in the online forms, you will be asked to provide written consent for your donation and additional data collection at the time of your biological material donation. These collections and uses are subject to additional legal, ethics and regulatory oversight and will be detailed in the consent form at the time of your biological material donation.

Donation Notifications: We may, with your consent, contact you via SMS text message or email regarding your eligibility to donate (either because the required wait period between specimen donations (e.g. whole blood) has ended, or because we have a special donation program for which we believe you may be qualified)

and/or promotional offers available to our donors. In doing this, we may use your name, email address, phone number and information about the type of donations you have participated in. Please see **Marketing** below for further information on our approach to marketing.

Test Results: We may contact you, when required, to share information resulting from the viral testing done on blood/plasma that you have previously donated. Contacting you to provide you with the viral test information on your previous donation(s) is required by various governmental entities and you may not opt-out of it.

[We may also collect, use and share aggregated data about donors such as statistical or demographic data for any lawful purpose. Aggregated data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate information about donor location to calculate the percentage of donors. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice and/or any other privacy notice(s) we provide at the time.]

If you also enter any of our competitions, promotions or giveaways, or complete a survey or otherwise give us feedback, please see **Entering competitions, promotions or giveaways / completing surveys and giving feedback** below.

If you have also visited our Site, please see **Visitors to Our Site** below.

If you have questions about your rights with respect to your personal data, please see **Your Rights** below.

5. VISITORS TO OUR SITE

With regard to each of your visits to our Site, we will automatically collect:

- technical information, including the Internet Protocol (IP) address used to facilitate your connection to the Internet, Identifier for Advertisers (IDFA), Android/Google Advertising ID, International Mobile Equipment Identity (IMEI), or another unique identifier, your device functionality (including browser type and version, browser language, time zone setting, browser plug-in types and versions, operating system, and hardware and mobile network information);
- your device location or other geolocation information, including the zip code, state or country from which you accessed the Sites;
- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our Site (including date and time); services, products, publications and articles you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as clicks) and methods used to browse away from the page, including remembering you and your preferences.

We may also collect, use and share aggregated data such as statistical or demographic data, for any lawful purpose. Aggregated data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate information about how you use our Site to calculate the percentage of users accessing a specific website feature. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice and/or any other privacy notice(s) we provide at the time.

[We may use various methods and technologies to store or collect usage information (Tracking Technologies). This helps us to provide you with a good experience when you browse our Site and also allows us to improve our Site. Cookies. A few of the Tracking Technologies used on the Site include, but are not limited to, the following (as well as future-developed tracking technology or methods that are not listed here):

- **Cookies:** A cookie is a file placed on a device to uniquely identify your browser or to store information on your Device. Our Site may use HTTP cookies, HTML5 cookies, Flash cookies and other types of cookie technology to store information on local storage. You can read more about how we use cookies in our Cookie Policy. You can enable or disable

cookies by modifying the settings in your browser. You can find out how to do this, and find more information on cookies, at allaboutcookies.org. Please note that if you have turned off all cookies, some features of the Services may not be available to you or otherwise function as intended.

- *Web Beacons*: A Web Beacon is a small tag (which may be invisible to you) that may be placed on our Site's pages and messages.
- *Embedded Scripts*: An embedded script is programming code that is designed to collect information about your interactions with the Site, such as the links you click on.
- *Etag, or entity tag*: An Etag or entity tag is a feature of the cache in browsers. It is an opaque identifier assigned by a web server to a specific version of a resource found at a URL.
- *Browser Fingerprinting*: Collection and analysis of information from your Device, such as, without limitation, your operating system, plug-ins, system fonts and other data, for purposes of identification.
- *Recognition Technologies*: Technologies, including application of statistical probability to data sets, which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user).]

If you have also registered/enrolled as a donor, please see ***Registering/Enrolling as Donor*** above.

If you also enter any of our competitions, promotions or giveaways, or complete a survey or otherwise give us feedback, please see ***Entering competitions, promotions or giveaways / completing surveys and giving feedback*** below.

6. ENTERING COMPETITIONS, PROMOTIONS OR GIVEAWAYS / COMPLETING SURVEYS AND GIVING FEEDBACK

If you enter any of our competitions, promotions or giveaways, or complete a survey or otherwise give us feedback, we will hold (as applicable) your name, email address, phone number, location, and any other details you give us (including the details you complete if you use a form on our Site or at a donor center to contact us, the details you provide on entry, survey and feedback forms, and any other information you choose to give us). We will not collect any personal data about you if our survey or feedback forms are being run on an anonymous basis.

If you have also registered/enrolled as a donor, please see ***Registering/Enrolling as Donor*** above.

If you have also visited our Site, please see ***Visitors to Our Site*** below.

7. HOW WE USE PERSONAL DATA ABOUT YOU

We will use your personal data for the following legitimate interests (whether ours or a third party's) and your interests and fundamental rights do not override those interests including (as applicable) to:

- communicate with you in relation to:
 - your registration/enrolment as a donor;
 - an existing scheduled appointment or to inform you about a cancellation or the need to reschedule an existing scheduled appointment;
 - other donation opportunities that you have expressed a wish to hear about or that we think might be of interest to you (unless your consent is required as stated in this privacy notice);
 - your eligibility to donate;
 - your inquiries about our donor services/opportunities;
 - your donation milestones and donation anniversaries (unless your consent is required as stated in this privacy notice);
- send you important updates about changes in research conditions, contact information changes and operational changes;

- ensure we keep up-to-date records about you and to manage our relationship with you (including to notify you of any changes to this privacy notice);
- seek your feedback on, and help us to, improve, personalize and develop our Site and/or donor services and/or products;
- understand donor demographics;
- determine additional products and/or services that we think would be of interest to our donors (unless your consent is required as stated in this privacy notice);
- measure donor satisfaction with our products and/or services;
- understand interactions with our brand;
- understand our donors;
- create and tailor marketing tactics and campaigns based on what we learn about you;
- send you information about promotional campaigns and other marketing content or sales follow-up calls (unless your consent is required as stated in this privacy notice);
- protect the rights, property or safety of BioIVT, our donors, customers, suppliers or others (we will also use your information where we are required by law to do so);
- improve our Site and ensure that content is presented in the most effective manner for you and for your device(s);
- carry out internal operations (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data);
- measure or understand the effectiveness of our Site and/or any marketing we serve to you and others, and delivering relevant marketing to you;
- deal with any issues you have reported with our Site;
- deal with any issues, complaints or concerns that have been reported to us; and
- exercise legal rights and/or defend claims.

We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us (see "**Who We Are and Our DPO**" above).

We will use personal data you have provided to us when you enter any of our competitions, promotions or giveaways to perform the contract we are about to enter into, or have entered into, with you.

Where we need to collect personal data in order for you to donate, or to enter any of our competitions, promotions or giveaways, and you fail to provide that data when requested you may not be able to (as applicable) donate or enter any of our competitions, promotions or giveaways.

In some limited circumstances, we may also use your personal data in the following situations:

- where you provide us your consent (e.g. to inform you of other donation opportunities, send you newsletters, keep you updated on promotional offers or events available to our donors, and to include your image in marketing collateral); and/or
- where we need to protect your interests (or someone else's interests) (e.g., if you are at one of our donor centers and we have a concern for your safety or wellbeing, we may need to contact your emergency contact/next of kin and ask them to come to the donor center).

8. THIRD PARTIES TO WHOM WE MAY DISCLOSE YOUR PERSONAL DATA

We may disclose your personal data to third parties for a business purpose (but only the minimum amount they need) in the following instances:

- our employees, contractors, consultants and agents (but their use shall be limited to the performance of their duties and in line with the reason for processing);
- other affiliates in the BioIVT group who are based in the USA, the EEA, the UK, Serbia, Turkey and India and who: (i) provide support and services in relation to our Site, donor services and/or products, competitions, promotions, giveaways, surveys or feedback; (ii) provide IT and system administration services; and/or (iii) undertake administration, management and/or leadership reporting;

- when information about you is processed by third parties (acting as processors or controllers) who we use to help provide donor services and/or products including suppliers and partners who work at our donor centers;
- when information about you is processed by third parties (acting as processors) who own, host and/or support software, tools, IT and/or related infrastructure that we use in order to operate our business including (without limitation):
 - customer relationship, donor management and other IT-related systems;
 - email, instant messaging, document/contract management and file-sharing;
 - email and SMS management and/or delivery;
- when information about you is processed by third parties who provide services, support, software and/or tools in relation to our Site, marketing, advertising campaigns, marketing and business analytics, marketing strategies, marketing research, marketing content and social media;
- when information about you is processed by third parties (acting as processors or controllers) to enable us to facilitate and manage:
 - competitions, promotions or giveaways which you enter including third parties who: (i) we partner with, or who sponsor, the competitions, promotions or giveaways; and/or (ii) provide software and/or tools that we use in connection with such competitions, promotions or giveaways;
 - surveys and feedback including third parties who: (i) we partner with; and/or (ii) provide software and/or tools that we use in connection with such surveys and feedback;
- when information about you is shared with:
 - professional advisers (acting as processors or controllers) including lawyers, bankers, auditors, and insurers who provide legal, banking, accounting and insurance services/advice to us;
 - our regulators and other authorities (acting as controllers) who require reporting of processing activities in certain circumstances;
 - potential buyers (and their agents and advisers) (acting as controllers or processors) in connection with any proposed purchase, merger or acquisition of any part of our business, provided that we inform the buyer it must use your personal data only for the purposes disclosed in this privacy notice and/or any other relevant privacy notices;
- when your email address or geolocation is provided to third parties (such as email management providers, sales management providers, and website analytics providers) who we engage from time to time to send marketing emails (on our behalf) to you about our donation opportunities (see **Marketing**);
- if we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets (acting as controllers or processors);
- where we are required by law to do so; and
- our telephone suppliers (which would get to see phone numbers if we call you) and our broadband suppliers (which could see email addresses (but not the content of what you send us, if you encrypt it)) (acting as processors).

To the extent required by law, we require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow third party service providers who are processors to use your personal data for their own purposes and we only permit them to process your personal data for specified purposes and in accordance with our instructions.

9. HOW LONG WE WILL RETAIN YOUR PERSONAL DATA

Your personal data is kept for so long as it is required for the purposes set out in this privacy notice, or as long as we are legally required or permitted to retain such information. When deciding how long to retain your personal data, we take into account our legal and regulatory obligations, the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data described above, and whether we can achieve those purposes through other means.

In relation to donors, we are required to keep your donation records for up to 10 years. Some records may need to be stored indefinitely for legal and regulatory purposes. For example, if you have been permanently deferred from participating in our donation programs.

In relation to individuals who:

- visit to our Site, your personal data is kept for up to 2 years and will then be deleted automatically;

- enter competitions, promotions or giveaways, your personal data will be kept for the duration of our contract with you and then for 7 years thereafter in the event of legal claims;
- complete surveys or give us feedback, your personal data will be kept for 6 months and will then be anonymized; and
- make inquiries about our donor services/opportunities, your personal data will be kept for up to 2 years and will then either be anonymized or deleted.

However, we may also retain your personal data for longer:

- to investigate or defend against legal claims (including potential or prospective legal claims) in accordance with the limitation periods of countries where legal action may be brought; and/or
- if we are required by law to retain it for longer, we will retain it for the required period.

10. NOTICE TO CALIFORNIA RESIDENTS

This section only applies to users of our services who reside in the State of California and is intended to describe our practices and your rights under the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 (collectively, the **CCPA/CPRA**).

For purposes of this Notice to California Residents, the term “personal information” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. Personal information does not include: (i) publicly available information that is made available from federal, state, or local government records, (ii) lawfully obtained, truthful information that is a matter of public concern; (iii) information that we have a reasonable basis to believe is lawfully made available to the general public by the consumer or from widely distributed media, or by the consumer; (iv) information made available by a person to whom the consumer has disclosed the information if the consumer has not restricted the information to a specific audience; (v) information collected in a clinical trial or other biomedical research study subject to, or conducted in accordance with, applicable regulations or guidelines on the protection of human subjects; (vi) donor information collected and maintained by us in compliance with the California Confidentiality of Medical Information Act (**CMIA**); or (vii) anonymized or aggregated data that cannot be used to identify the consumer.

California privacy rights. California residents have the right to: (i) request additional disclosures about the personal information we collect, use, disclose, sell and share; (ii) request access to and deletion of their personal information, subject to certain exceptions; (iii) opt out of the sale and sharing of their personal information; (iv) correct inaccurate personal information that we maintain about them; (v) limit the use and disclosure of their sensitive personal information; and (vi) obtain a copy of their personal information. We will not discriminate against consumers for exercising any of these rights, for example, by charging a different price or denying goods or services. However, we may charge a different price or rate or provide a different level or quality of goods or services when that difference is reasonably related to the value provided to us by the data.

Methods for submitting requests. If you wish to exercise any of these rights, please email privacy@bioivt.com with the phrase “California Privacy Rights” in the subject line. You may also send a postcard to us at BioIVT LLC, PO BOX 770 Hicksville, NY 11802 (please mark the envelope ‘Data Protection Officer’) or call us toll-free at (888) 488-3232. We will review your request and respond accordingly. The rights described herein are not absolute, and we reserve all of our rights available to us at law in this regard. Additionally, if we retain your personal information only in de-identified form, we will not attempt to re-identify your data in response to a California privacy rights request.

If you make a request related to personal information about you, you will be required to supply a valid means of identification as a security precaution. We will verify your identity with a reasonably high degree of certainty using the following procedure where feasible: we will match identifying information you provide when making the request to the personal information maintained by us, or use a third-party identity verification service. If it is necessary to collect additional information, we will use the information only for verification purposes and will delete it as soon as practicable after complying with your request. For requests related to particularly sensitive information, we may require additional proof of your identity.

If you make a California privacy rights request through an authorized agent, we will require written proof that the agent is authorized to act on your behalf.

We will process your request within the timeframe provided by the CCPA/CPRA.

Additional Disclosures.

- **Categories of personal information we collect.** In the previous 12 months, we have collected the following categories of personal information:
 - Identifiers such as names, dates of birth, and contact information;
 - Information protected by California Civil Code Section 1798.80, subdivision (e), such as names and contact information;
 - Characteristics of protected classifications under California or federal law, such as age, ancestry, and medical condition;
 - Education information, such as level of education achieved;
 - Internet or other electronic network activity information;
 - Geolocation data, such as information about your physical location or other geolocation data;
 - Commercial information, such as information about the donations you are considering;
 - Audio, electronic, visual, or similar information;
 - Sensitive personal information, including race, ethnicity, sexual orientation, financial account information, social security number, driver's license or state-issued identification number; and
 - Inferences drawn from the foregoing information to create profiles reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.
- **Sources from which we collect personal information.** We may collect personal information from you directly. We may also receive personal information about you from third parties or through automated means. For additional information on how we may collect personal information, refer to the sections of this privacy notice above labeled **Visitors to our Site**, and **Registering/Enrolling as a Donor**.
- **Purpose for collecting, sharing or selling personal information.** Your personal information may be collected or used for the purposes described in the sections of this privacy notice above labeled **Visitors to our Site**, **How We Use Personal Data About You** and **Registering/Enrolling as a Donor**, as well as for other purposes that may be described to you at the time we collect your personal information.
- **Categories of third parties to whom we disclose your personal information for a business purpose.** We may disclose your personal information to the third parties described in the sections of this Privacy Policy above labeled **Third Parties to Whom We May Disclose Your Personal Data**, as well as with other third parties as may be described to you at the time we collect your personal information.
- **Disclosures of Personal Information.** In the previous 12 months, we have disclosed the following categories of personal information for a business purpose:
 - Identifiers such as names, dates of birth, and contact information;
 - Information protected by California Civil Code Section 1798.80, subdivision (e), such as names and contact information,
 - Characteristics of protected classifications under California or federal law such as age, ancestry, and medical condition;

- o Education information, such as level of education achieved;
- o Internet or other electronic network activity information;
- o Geolocation data;
- o Commercial information, such as information about the donations you are considering;
- o [Audio, electronic, visual, or similar information];
- o Inferences drawn from the foregoing information to create profiles reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

Sharing or Sale of Personal Information. Note that we do not generally sell or share information as the terms "sell" and "share" are traditionally understood. We do not sell personal information (including de-identified personal information) to third parties for money. During the past 12 months, we may have engaged in delivering online advertising that was tailored to your interests; to the extent "sale" or "share" under the CCPA/CPRA is interpreted to include advertising technology activities such as those disclosed here and in our privacy notice as a "sale" or "sharing," we will comply with applicable law, including the CCPA/CPRA, as to such activity. As described herein, you have the right to opt-out of the "sale" or "sharing" of your personal information, and you may do so [here](#). Additionally, you should know that the CCPA/CPRA prohibits third parties to whom we "sell" or "share" personal information from reselling or re-sharing it, unless you have received explicit notice and an opportunity to opt-out of further sales or sharing.

The categories of personal information we may have "sold" or "shared" in the past twelve (12) months include identifiers, Information protected by California Civil Code Section 1798.80, subdivision (e), such as names and contact information, internet activity, geolocation information and commercial information, and the categories of third parties to whom we have "sold" or "shared" such data include advertising networks, analytics providers and social media networks.

We do not have knowledge that any personal information of consumers under 16 years of age has been sold or shared.

Right to Limit Certain Uses of Sensitive Personal Information

We do not use or disclose your sensitive personal information for any purpose other than the purposes identified in Cal. Civ. Code § 1798.121(a) for which a business may use or disclose sensitive personal information without being required to offer consumers a right to limit.

CCPA/CPRA Notice at Collection for Online Sources.

The CCPA/CPRA requires us to provide certain disclosures at or before our collection of CCPA/CPRA Personal Information from California residents. The below CCPA/CPRA Notice at Collection for Online Sources provides you with the information about how we collect and use, sell or share and retain your CCPA/CPRA Personal Information in the online context. When you use or interact with our Services online, including when you communicate with BioIVT by email, complete or submit forms to us on our Sites, or when you visit our Sites or interact with us on social medial, we may collect and use the following categories of information:

Category of CCPA/CPRA Personal Information	Purpose for Collection and Use	Is the information sold or shared?
Identifiers	Market and communicate about our products, services, events, and other offerings Administer user accounts	Yes

	<p>Provide, support, personalize, and develop our products, services, events, and other offerings</p> <p>Provide service to our customers</p>	
Categories described in Civ. Code § 1798.80(e)	<p>Market and communicate about our products, services, events, and other offerings</p> <p>Administer user accounts</p> <p>Provide, support, personalize, and develop our products, services, events, and other offerings</p> <p>Provide service to our customers, which include Providers</p> <p>Process payments, administer fees, provide users with invoices, or resolve billing issues</p>	Yes
Internet or other similar network activity	<p>Market and communicate about our products, services, events, and other offerings</p> <p>Conduct research and analysis</p>	Yes
Education information	<p>Provide, support, personalize, and develop our products, services, events, and other offerings</p> <p>Conduct research and analysis</p>	No
Geolocation data	<p>Market and communicate about our products, services, events, and other offerings</p> <p>Administer user accounts</p> <p>Provide, support, personalize, and develop our products, services, events, and other offerings</p>	Yes
Commercial information	<p>Market and communicate about our products, services, events, and other offerings</p> <p>Administer user accounts</p> <p>Provide, support, personalize, and develop our products, services, events, and other offerings</p>	No
Sensitive Personal Information (race, ethnicity, sexual preference, social security number, driver's	<p>Provide, support, personalize, and develop our products, services, events, and other offerings</p> <p>Provide service to our customers</p>	No

license or state-issued identification number)		
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Retaining Personal Information. We will retain your personal information described in this Notice only for as long as is necessary for the purposes set out in this Privacy Policy subject to your right, in certain circumstances, to have your personal information erased. We may be required by law to hold certain personal information for specific periods. In other cases, we will retain your personal information for an appropriate period after our relationship ends to protect ourselves from legal claims or to administer our business. When deciding how long to retain your personal information, we take into account how long we need to retain the personal information to fulfil the purposes described above and to comply with our legal and regulatory obligations. We may also retain your personal information to investigate or defend against legal claims in accordance with the limitation periods of countries where legal action may be brought.

11. HOW WE PROTECT YOUR PERSONAL DATA

To help protect the privacy of personal data you transmit, we maintain physical, technical, and administrative safeguards and, to the extent required by law, require the same of any third parties with which we share your personal data. We update and test our security technology on an ongoing basis. In addition, we train our staff about the importance of confidentiality and maintaining the privacy and security of your personal data.

As you will be aware the transmission of information via the internet is not completely secure. Although we will take measures to protect your personal data as described above, no security measures are perfect, and we cannot guarantee the security of your personal data transmitted to our Site or otherwise provided to us; any transmission is at your own risk.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable authorities of a breach where we are legally required to do so.

12. MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. To opt out of marketing communications, see **Opting out** below.

You have a choice about whether or not you wish to receive direct marketing communications from us. If you want to receive direct marketing communications from us then you can select your choices by ticking the relevant boxes situated on the form(s) on which we collect your personal data. Opting out of receiving marketing communications will not affect the processing of personal data for the provision of non-marketing communications, such as those about test results and your donation appointment.

For information on marketing communications relating to your eligibility to donate and/or promotional offers available to our donors, please also see **Registering/Enrolling as Donor** above.

Opting out: You can ask us to stop sending you marketing messages at any time by following the opt-out links in any marketing message we send you or by contacting us (see "**Who We Are and Our DPO**" above) any time. Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us in relation to our donor services or products. Please note that if you ask us not to contact you by email at a certain email address, we will retain a copy of that email address on a "suppression list" in order to comply with your no-contact request.

13. LINKS TO THIRD PARTY WEBSITES

Our Site may, from time to time, contain links to and from the websites of third-party websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Our Site uses interfaces with social media sites such as LinkedIn, Twitter and others. If you choose to "like" or share information from our Site through these services, you should review the privacy notice of that service.

If you are a member of a social media site, the interfaces may allow the social media site to connect your Site visit to your personal data.