



## PRIVACY POLICY

**Chromocyte Limited is committed to safeguarding and protecting your privacy when visiting our site or communicating electronically with us.**

**This privacy policy sets out how Chromocyte Ltd uses and protects any information that you give when you use this website. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.**

### **What we collect**

We may collect the following information:

- name
- contact information including email address
- demographic information such as postcode, preferences and interests, such as pages visited
- other information relevant to customer surveys and/or offers, including information that assists our compliance to the General Data Protection Regulations (GDPR)

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided, if you contacted us before 21<sup>st</sup> of May 2018, or if you have opted in to receive marketing communications.
- From time to time, we may also use your information to contact you by email for market research purposes. We may use the information to customise the website according to your interests.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. In compliance with GDPR, all data is highly secure and strictly confidential.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**



Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, you will be given the option to opt in to our direct marketing
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [contact@chromocyte.com](mailto:contact@chromocyte.com)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the General Data Protection Regulation (GDPR). This will be provided free of charge, but a small fee will be payable if you make an excessive number of requests. If you would like a copy of the information held on you please write to [contact@chromocyte.com](mailto:contact@chromocyte.com)

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect. You have the right to be forgotten, but this may result in a decline in the service we are able to offer you at a later date.