

## Genestack.com Privacy Notice as of 23rd May 2018

### 1. Introduction

We are committed to safeguarding the privacy of our website visitors; in this policy we explain how we will treat your personal information.

### 2. Collecting personal information

We may collect, store, and use the following kinds of personal information:

- 2.1. information that you provide to us when registering with our website: your name, email address, company and location for the purpose of subscribing to our email notifications and/or newsletters
- 2.2. information contained in or relating to any communication that you send to us (including customer support queries via email, live chat conversations, the communication content and metadata associated with the communication);

### 3. Using personal information

Personal information submitted to us through our website will be used for the purposes specified in this policy or on the relevant pages of the website. We may use your personal information to:

- 3.1. administer our website and business;
- 3.2. personalise our website for you;
- 3.3. enable your use of the services available on our website;
- 3.4. send you non-marketing commercial communications;
- 3.5. send you email notifications that you have specifically requested
- 3.6. send you our email communications, if you have requested it (you may unsubscribe at any time by choosing the appropriate option on the email you are sent if you no longer require the updates or by approaching us directly at [marketing@genestack.com](mailto:marketing@genestack.com))
- 3.7. deal with enquiries and complaints made by or about you relating to our website;
- 3.8. If you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.
- 3.9. We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing, nor for any other purpose except those listed below in "Disclosing personal information" section below.

### 4. Disclosing personal information

We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers, or subcontractors insofar as reasonably necessary for the purposes set out in this policy. We may disclose your personal information:

- 4.1. to the extent that we are required to do so by law;
- 4.2. in connection with any ongoing or prospective legal proceedings;
- 4.3. in order to establish, exercise or defend our legal rights;
- 4.4. to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling;
- 4.5. Except as provided in this policy, we will not provide your personal information to third parties.

## 5. Retaining personal information

- 5.1. This section sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal information.
- 5.2. Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
- 5.3. Notwithstanding the other provisions of this section, we will retain documents (including electronic documents) containing personal data:
  - 5.3.1. to the extent that we are required to do so by law;
  - 5.3.2. if we believe that the documents may be relevant to any ongoing or prospective legal proceedings;
  - 5.3.3. and in order to establish, exercise or defend our legal rights.

## 6. International data transfers

- 6.1. Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this policy.
- 6.2. Information that we collect may be transferred to the following countries which do not have data protection laws equivalent to those in force in the European Economic Area: Russia.
- 6.3. You expressly agree by providing your personal information to the transfers of this information described in Section 3.

## 7. Security of personal information

- 7.1. We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information during storage, transmission, processing, etc.
- 7.2. We will store all the personal information you provide on secure servers.
- 7.3. You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

## 8. Use of cookies by this website

- 8.1. Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.
- 8.2. A number of the cookies that we use on the website are essential for parts of the site to operate and some have already been set. You may delete and block all cookies from the site, but parts of the site may not work.
- 8.3. We do use Google Analytics, which collects and processes data from your visit to this site. This is used to manage the performance, content, and relevance of pages to the visitors of our web site. The information obtained from these cookies is not sold, rented or leased to 3rd parties, and it is not used for advertising. To find how Google uses data you can visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/), or any other URL Google may provide from time to time. We have set Google Analytics so that your IP address is anonymised
- 8.4. We use Hubspot.com as our customer relationship management tool. It collects and processes data from your visits to this site. The details of these cookies are listed at: [https://knowledge.hubspot.com/articles/kcs\\_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser](https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser) These Hubspot cookies only track which Genestack website pages you view and when. This data is saved against the information you enter into any website form and

securely held for 2 years. The data is used to improve website user experience, and if you choose to later arrange a demo or 1:2:1 meeting with our sales representatives, this data will be shared with them to tailor activities. You can change or delete your details, by contacting [marketing@genestack.com](mailto:marketing@genestack.com)

## 9. Amendments

- 9.1. We may update this policy from time to time by publishing a new version on our website.
- 9.2. You should check this page occasionally to ensure you are happy with any changes to this policy.
- 9.3. We may notify you of changes to this policy by email.

## 10. Your rights

- 10.1. You may instruct us to provide you with any personal information we hold about you; provision of such information will be subject to:
  - 10.1.1. the payment of a fee (currently fixed at GBP 10); and
  - 10.1.2. the supply of appropriate evidence of your identity
  - 10.1.3. requests can take up to 40 days to process
  - 10.1.4. We may withhold personal information that you request to the extent permitted by law.
- 10.2. You may instruct us at any time not to process your personal information, at which stage we will delete your personal information from our systems within 7 working days of the request.
- 10.3. In practice, you will usually expressly agree in advance to our use of your personal information to send you newsletters and other email communications, and we will provide you with an opportunity to opt out of the use of your personal information for this purpose.

## 11. Third party websites

- 11.1. Our website includes hyperlinks to, and details of, third party websites.
- 11.2. We have no control over, and are not responsible for, the privacy policies and practices of third parties.

## 12. Updating information

- 12.1. Please let us know if the personal information that we hold about you needs to be corrected or updated.

## 13. Data protection registration

- 13.1. We are registered as a data controller with the UK Information Commissioner's Office.
  - 13.1.1. Our data protection registration number is ZA344149.
- 13.2. Our details
  - 13.2.1. This Genestack Platform is owned and operated by Genestack Ltd.
  - 13.2.2. Genestack Ltd is registered in the United Kingdom at 82-88 Hills Road, Cambridge, CB2 1LQ, United Kingdom, company registered number is 7778793, VAT number is GB144965974.
- 13.3. You can contact us by writing to the business address given above, by using our Genestack Platform contact form, by email to [info@genestack.com](mailto:info@genestack.com).