

## Privacy Policy

### **Your consent to this Privacy Policy**

Please read our privacy policy carefully. We are committed to protecting the privacy of the personally identifiable information that we collect from you as you use this website. We have implemented generally accepted standards of technology and operational security in order to protect personally identifiable information from loss, misuse, alteration, or destruction. By using the site, you consent to the collection, use, and storage of your information by us in the manner described in this privacy policy and elsewhere on the site. If you do not agree with any term in this privacy policy, please do not provide any personal information on this site.

Encryption methods (e.g. SSL,TLS) are used to ensure the security of your data during transmission.

### **Collection of personal information**

When you visit our site, you will have the opportunity to provide personal information to enable you to take advantage of the services that we offer, such as requesting additional information or enrolling online. This data may include information that could reasonably be used to identify you personally, such as your name, street address, telephone number, credit card information, email address, or any other personally identifiable information. Please be assured that unless you volunteer to submit this information yourself, we will not collect any information from your visits to our site by which you could be identified personally.

### **Collection of general information**

The web space provider or we automatically acquire data when someone is accessing the website. Those data are also called server log files, those are not link to a person and those can be used for statistical purposes for the optimizing the offer and technology. The log files can be checked retroactively.

### **Integration of third-party services and contents**

Third parties might be used to display contents, services, performances (e.g. maps by Google Maps, videos from YouTube as well as graphics and images from other websites). IP address is transmitted for the user to see those. The providers (hereinafter referred to as "third-party providers") therefore notice the IP address of the respective user.

Even though we try to work exclusively with third-party providers, which require the IP address only to deliver contents, we cannot influence in whatsoever way whether the IP address is stored. The procedure in that case serves for statistical purposes among other things. If we know that the IP address is stored, we point this out to our users.

### **Cookies**

The site may use cookies to identify you and your interests and to track usage of the site. Cookies are small pieces of text stored on your computer that help us know which browser you are using, where you have been on the site, and on websites to which you may link in order to use some of our features. This information helps us improve and customize our website in favour of our customers. Cookies also let us know whether you have registered with us and otherwise enable us to relate your current usage of the site to prior usage of this or other affiliates. By accepting our cookie, you will be permitted access to certain pages of the site without having to log in each time you visit. A user who does not accept the cookie from the site may not be able to access certain areas of the site. We also log IP addresses, or the location of computers on the internet, to help diagnose problems with our server and to administer the site. Users have the possibility to call up the website without cookies. To do so, the appropriate browser settings need to be changed. Cookies can be used as well by tools like "Google Analytics" or "Google Adwords". The help function of your browser explains how to deactivate cookies. That may possibly impair some of the website functions and limit the user friendliness.

### **Social plug-ins**

Our website integrates plug-ins of the social networks (e.g. Facebook, Google+). The plug-ins are identified on our website by the logos or other adds-on.

If you visit a page of our internet presence that contains such a plug-in, your browser establishes a direct connection to the social network website. We cannot influence in whatsoever way the type and scope of data collected, stored, and processed by those websites. We can only keep you informed to the best of our knowledge.

Those websites are informed by the plug-in that you accessed the related website. This applies also to users, who are not registered at the social media websites. It is in that case possible that those store the IP address.

If you are a member of the social media website and logged into your personal account while you visit our website, the social media website can relate this visit to your account unambiguously. The plug-ins furthermore transmit all interactions.

To prevent social media website from storing your data, you need to log out of your social media account before you visit our website. In addition, you can block the plug-ins by means of browser add-ons.

For social media website data privacy policy, the purpose and scope of data collection and processing by them please refer to their website directly.

### **Use of your personal information**

We will use personal information that you provide for the purposes indicated to you when you provided it. We may use a mailing address or phone number to send periodic mailings to visitors or make telephone calls to inform our visitors who have provided a mailing address or telephone number of new products, services or events. Your mailing address and telephone number may also be used to contact you, to provide information that you have requested. We will not disclose, sell, rent, loan or exchange your personal information to any other individual, organization or entity except to the extent necessary to provide the information or services you have requested. If you become a Cryo-Save client, we will share some or all of the information you provide with our business partners in order to facilitate the services you have selected. We will share some of your contact information with our courier service to facilitate the pick-up and drop-off of your cord blood unit. We will share personal information with the laboratory that we use to process and test your blood samples and to store the cryopreserved cord blood. As a general rule, we will not disclose your personal information to an unrelated third party for any purpose not related to the services we offer. In addition, in certain limited circumstances, Cryo-Save may be legally compelled to release your personal information in response to a court order, law or regulation.

### **Email**

When using our site you will have the opportunity to exchange Email with us. Before you do any of these things, please be aware of the limits on the confidentiality of computer forms and Email. Information you exchange with us using these methods may not be secure. We collect Email addresses that are volunteered by the visitor, from Email messages addressed to our company or its employees, or through visitor participation in surveys and site registrations. We may use the e-mail addresses to inform those interested in our products about events, products, services or other items of interest. Additionally, we may use the Email addresses to notify visitors about recent updates to our website, to provide product or service news notifications or newsletters. Those uses may be implemented by Cryo-Save itself or through a third party retained by Cryo-Save for that purpose.

### **Changing your personal information**

We want to be sure to keep the contact information that you provide to our site accurate and up-to-date. You also have the right to request that we delete this contact information. To make changes to your personal or contact information, or to request that we delete the

information that you have provided to us through the website, please send an e-mail, write or call our customer service.

### **Changes in our Privacy Policy**

We may change this privacy policy from time to time. We will post any changes here, so be sure to check back periodically.

### **Your right to information, correction, blocking, erasure, and objection**

You are entitled to request information about the personal data stored by us and/or to request correction, blocking, or erasure. Exceptions: The data storage is required to transact business or the data are subject to the mandatory storage period.

To be able to allow for data blocking at any time, it is necessary to hold the data available in a lock file. If archiving is not obligatory by law, you can request the erasure of the data. Otherwise, we will block the data upon your request.

You have the right of filing a complaint before the Supervisory Authority in case you have reasons to believe that there is a violation of your rights.