

Privacy Policy

Effective Date: October 7, 2022

This privacy statement describes how Science in Boston, an affiliate of STEMCELL Technologies Canada Inc, (“STEMCELL”) collects and uses the personal information you provide on our website www.scienceinboston.com, in our applications, and to any related services such as sales, marketing, or events. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

If you have an unresolved privacy or data use concern, please contact us at info@scienceinboston.com.

INFORMATION COLLECTION

Science in Boston collects personal information, including names, email addresses, phone numbers, and physical addresses for the purposes of maintaining relationships with our users. Personal information may be shared with STEMCELL's business partners to provide the most efficient and effective service to our users. Our business partners are held to strict confidentiality obligations related to personal information, and they include, but are not limited to, SAP, Adobe, Salesforce, data processors, software as a service (SaaS), web service providers, event management solutions, and commerce integrators.

You have the right to opt-out of having your personal information collected and you may request that Science in Boston delete all of your collected personal information. Please email your request to info@scienceinboston.com.

Collection and Use of Personal Information

We process your information for purposes based on your consent, legitimate business interests, the fulfillment of our contract with you, and compliance with our legal obligations.

We collect the following personal information from you:

- Contact Information such as name, email address, mailing address, and phone number
- Unique Identifiers such as user name, account number, and password

We also collect the following information from you:

- Information about your business such as company name, company size, and business type
- Demographic information such as education, interests, and zip code

As is true of most websites, we automatically gather information about your computer, such as your IP address, browser type, referring/exit pages, and operating system, and store it in log files.

We may combine this automatically collected log information with other information we collect about you. We do this to improve the services we offer you.

We use this information to:

- Send general communications
- Send you a newsletter
- Send you promotional communications
- Process and track transactions
- Provide products and services to you
- Recommend products and series that STEMCELL believes will be of interest and provide value to you

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Security

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from our sites is at your own risk. You should only access the services within a secure environment. When you enter sensitive information (such as a credit card number) on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL).

Privacy Rights

In some regions (like Canada and the European Economic Area), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure, (iii) to restrict the processing of your personal information, and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please contact info@scienceinboston.com. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal.

Anti-Spam

Science in Boston is committed to protecting our users from damaging and misleading forms of electronic communications. Science in Boston is compliant with the anti-spam legislation in Canada and adopts this high standard throughout its global operations.

Tell-A-Friend

If you choose to use our referral service to tell a friend about our site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site. STEMCELL stores this information for the sole purpose of sending this one-time email and tracking the success of our referral program.

Your friend may contact us at info@scienceinboston.com to request that we remove this information from our database.

Information Sharing

We will share your personal information including your email address with third parties only in the ways that are described in this privacy statement. We do not sell your personal information to third parties.

We may provide your personal information including your email address to companies that provide services to help us with our business activities such as shipping your order or offering customer service. These companies are authorized to use your personal information only as necessary to provide these services to us.

In certain situations, Science in Boston may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

We may also disclose your personal information as required by law such as to comply with a subpoena, or similar legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request. If Science in Boston is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our website of any change in ownership or uses of your personal information, as well as of any choices you may have regarding the sharing of your personal information with the involved third party.

Tracking Technologies

Technologies such as: cookies, beacons, tags, and scripts are used by Science in Boston and our online support providers. These technologies are used in analyzing trends, administering the site, tracking users' movements around the site, and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

We use cookies to remember users' settings (e.g. language preference), and for authentication. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.

LSOs

Third parties such as Ecsource.jove.com, with whom we partner to provide certain features on our site or to display advertising based upon your web browsing activity, use LSOs such as HTML5 to collect and store information.

Links to Other Websites

Our website includes links to other websites whose privacy practices may differ from those of Science in Boston. If you submit personal information to any of those sites, your information is governed by their privacy statements. We encourage you to carefully read the privacy statement of any website you visit.

Social Media Widgets

Our website includes Social Media Features, such as the Facebook button [and Widgets, such interactive mini-programs that run on our site]. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Targeted Ads

We partner with a third party to either display advertising on our website or to manage our advertising on other sites. Our third party partner may use technologies such as cookies to gather information about your activities on this site and other sites in order to provide you advertising based upon your browsing activities and interests. If you wish to not have this information used for the purpose of serving you interest-based ads, you may **opt out**. Please note this does not opt you out of being served ads. You will continue to receive generic ads.

Surveys or Contests

From time-to-time we may provide you the opportunity to participate in surveys on our site. If you participate, we will request certain personal information from you. Participation in these surveys is

completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code).

We use this information to notify contest winners and award prizes, to send participants an email, or to collect user testimonials.

User Testimonials

We post user testimonials on our website that may contain personal information. Prior to posting the testimonial, we do obtain the user's consent to post their name along with their testimonial. To request removal of your personal information from testimonials please contact us at info@scienceinboston.com.

Updating/Accessing/Correcting Personally Identifiable Information

Science in Boston will provide you with information about whether we hold any of your personal information. If your personally identifiable information or your email address changes, or if you no longer desire our service, you may correct, update, amend, delete/remove, or deactivate it by emailing us at info@scienceinboston.com, or by contacting us by telephone or postal mail at the contact information listed below. We will respond to your request to access within 30 days.

Data Retention

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at info@scienceinboston.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Notification of Privacy Policy Changes

We may update this privacy policy to reflect changes to our information practices. If we make any change in how we use your personal information including your email address we will notify you by email (sent to the email address specified in your account) or by means of a notice on this website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

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