

## **BioVid General Website Privacy Notice**

**Effective Date:** March 15, 2017

**Last Revised:** March 15, 2017

### **DESCRIPTION OF BIOVID'S BUSINESS**

BioVid (and any reference to BioVid shall include BioVid's parents, affiliates, and subsidiaries, collectively "BioVid") founded in 1998, is a leading pharmaceutical and medical device global marketing research and strategy firm.

All references in this Privacy Notice to BioVid include BioVid and its parent, subsidiary and affiliated companies. All references to "us" or "we" refer to BioVid.

This Website Privacy Notice ("Privacy Notice") describes the types of information we collect, how we collect the information, how we use the information, how we share or disclose the information, how we store the information, and your choices regarding the use and processing of the information.

### **WE PROTECT YOUR PRIVACY**

BioVid is committed to protecting the privacy and security of all Personal Data ("Personal Data") collected or received by BioVid, BioVid strives to conform its privacy practices with applicable international, national, Federal, state and/or local laws and regulations. All references to BioVid in this Privacy Notice include BioVid's parents, subsidiaries and affiliates.

### **HOW WE COLLECT AND USE YOUR PERSONAL DATA**

We collect Personal Data from you when you communicate with us by any media. We define Personal Data as any identifiable data relating to a natural person that is directly or indirectly collected, by us or a third party. We collect your Personal Data on a voluntary basis. If you request a quote or brochure, we may require that you provide specific information to ensure delivery and execution of your request. Any Personal Data that we collect is passed on to our sales department for follow-up or to provide any information you have requested.

Please note that this Privacy Notice only covers information that is gathered through this website. If you are a respondent or research participant who has participated in research with BioVid, please access our Research Participant Privacy Policy by clicking [here](#).

## **WHY WE COLLECT PERSONAL DATA**

We collect Personal Data for the following purposes:

- to keep you informed and obtain your views of our products, services and activities;
- to transfer Personal Data to any subsidiary or group company;
- statutory and regulatory compliance;
- to process any enquiries raised by you and other communications initiated by you in relation to your dealings with Research Now and any services provided by Research Now;
- to market our products and services, including those of its group companies and third party suppliers;
- when permitted by you, to send you marketing communications keeping you informed about our activities; and
- to achieve our general objectives.

In addition to the above, BioVid may use information it collects or receives as set forth in this Privacy Notice.

## **HOW DO WE COLLECT INFORMATION, INCLUDING PERSONAL DATA?**

### ***Information provided by you:***

We collect the following Information submitted or provided by you:

- a. through or in connection with this website;
- b. through or in connection with business meetings with actual or potential customers or clients;
- c. through or in connection with promotions, meetings, events, and/or trade or industry shows or conferences sponsored by, hosted by, or attended by BioVid and/or BioVid's employees, representatives, and/or agents; and
- d. through telephone calls, email communications, and/or other forms of communication.

BioVid may collect information, including, without limitation, Personal Data, from third parties, including, without limitation, industry conference or event organizers or sponsors.

### ***Information collected via Cookies:***

Our website uses "cookies." Cookies are small text files that a website transfers to your computer's hard drive. We may use cookies to measure traffic patterns, personalize content, control security and to help us make our site more useful. The cookies we use

do not supply Personal Data, but may identify your OS version, browser and Internet specifications. You have the choice to accept, reject or be notified when a site sets a cookie by configuring your browser preferences.

***Information automatically collected and stored in Log Files:***

BioVid's websites may automatically gather and store certain information in log files, including, without limitation, data available from your web browser, including, without limitation: IP address, browser type, Internet service provider, referring/exiting pages, operating system, date/time stamp and click stream data.

**HOW DO WE USE YOUR PERSONAL INFORMATION?**

We may use your Personal Data, including information collected from third parties for various purposes, including, without limitation, to send you emails or other communications as described herein. In the event you receive such communications, you will have the opportunity to opt-out of receiving communications from us.

**HOW DO WE SHARE YOUR INFORMATION?**

BioVid does not sell your information and does not disclose your information, except as described in this Privacy Notice or as otherwise consented to by you.

We may share information, as follows:

- a. within the BioVid group of companies (with BioVid's parents, subsidiaries, and affiliates) and the directors, managers, officers, employees, consultants, and agents of these companies, subject to the terms of this Privacy Notice or as otherwise disclosed to you at the time of the collection of the information or as subsequently consented to by you;
- b. to service providers who are performing services on our behalf, whether engaged directly by BioVid or engaged by a third party. The service providers are authorized to use and disclose the information only as necessary to perform and provide the services for which they were engaged;
- c. in connection with the request or requirement of any lawful request by public authorities, to meet national security or law enforcement requirements;
- d. if we are required to do so pursuant to applicable laws or legal or court process, when we believe disclosure is necessary to prevent harm or financial loss, or in connection with an investigation of actual or suspected fraud or illegal activity;
- e. in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will require the other party (e.g., the surviving or resulting entity in a merger, or the acquiring entity in an acquisition) to agree in writing to use, protect, and maintain the security, integrity, and confidentiality of the transferred Personal Data in accordance with this Privacy Notice; and

- f. as otherwise permitted pursuant to this Privacy Notice or otherwise authorized by you.

BioVid will require others who acquire or provide Personal Data to BioVid, including those engaged to provide support services, to adopt and comply with the principles in this Privacy Notice. BioVid acknowledges its potential liability in cases of onward transfers to third parties.

We may maintain Personal Data or machine identifiable information in order to satisfy your requests and/or BioVid's business requirements.

### **LINKS TO OTHER WEBSITES**

This website may contain links to other websites. BioVid is not responsible for the privacy practices or the content of such websites. To ensure the protection of your privacy, always review the privacy notice of the websites you visit by linking from this website.

### **CHILDREN**

BioVid is committed to protecting the privacy of children. This website is not intended for minors. No information should be submitted to our website by users under the age of 13, and we do not collect information from any user we have reason to believe is a child under the age of 13. In addition, you must be 18 years of age or older to apply for employment at BioVid.

### **WHERE IS INFORMATION STORED?**

All information is stored on servers and systems located in the United States, which servers are licensed, owned, and/or maintained by BioVid.

### **WHAT SECURITY MEASURES HAS BIOVID IMPLEMENTED?**

BioVid maintains appropriate technical, administrative and physical safeguards to protect information received or collected by BioVid. BioVid reviews, monitors and evaluates its privacy practices and protection systems on a regular basis. Notwithstanding the foregoing, transmissions over the Internet and/or a mobile network are not one hundred percent (100%) secure and BioVid does not guarantee the security of transmissions. BioVid is not responsible for any errors by individuals in submitting Personal Data to BioVid.

## **INFORMATION FOR CITIZENS OF THE EU ABOUT CROSS-BORDER TRANSFERS**

BioVid complies with the EU-US Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. BioVid has certified that it adheres to the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement and Liability. If there is any conflict between the policies in this privacy notice and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification page, please visit [www.privacyshield.gov/list](http://www.privacyshield.gov/list).

In compliance with the EU-US Privacy Shield Principles, BioVid commits to resolve complaints about your privacy and our collection or use of your personal information. European Union individuals with inquiries or complaints regarding this privacy notice should first contact BioVid at:

BioVid  
10 Canal Street, Ste. #136  
Bristol, PA 19007  
Attn: Privacy Compliance Officer

BioVid has further committed to refer unresolved privacy complaints under the EU-US Privacy Shield Principles to the INSIGHTS ASSOCIATION PRIVACY SHIELD PROGRAM, a non-profit alternative dispute resolution provider located in the United States and operated by the Insights Association. If you do not receive timely acknowledgment of your complaint or if your complaint is not satisfactorily addressed, please visit <http://www.insightsassociation.org/get-support/privacy-shield-program/privacy-shield-eu-swiss-citizens-file-complaint> for more information and to file a complaint.

BioVid is under the enforcement authority of the U.S. Federal Trade Commission. Under certain limited conditions, individuals may be able to invoke binding arbitration before the Privacy Shield Panel to be created by the U.S. Department of Commerce and the European Commission.

### **HOW CAN YOU ACCESS YOUR INFORMATION?**

You may access information we collect from or about you in order to review, correct, or delete such information by:

Sending an email request to: [privacy@biovid.com](mailto:privacy@biovid.com)

Regular mail to:

BioVid  
10 Canal Street, Ste. #136  
Bristol, PA 19007  
ATTN: Privacy Compliance Officer

## **WHO CAN I CONTACT WITH QUESTIONS OR COMPLAINTS ABOUT THIS PRIVACY NOTICE?**

If you have any questions or complaints regarding BioVid's privacy practices and/or this Privacy Notice or want to communicate an opt-out request to BioVid, please contact us by:

Sending an email request to: [privacy@biovid.com](mailto:privacy@biovid.com)

Regular mail to:

BioVid  
10 Canal Street, Ste. #136  
Bristol, PA 19007  
Attn: Privacy Compliance Officer

BioVid's Legal Department is responsible for the organization's compliance with this Privacy Notice.

## **ACCEPTANCE AND UPDATES TO THIS PRIVACY NOTICE**

By using the website, you signify your acceptance of this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use this website.

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this Privacy Notice at any time. We encourage you to refer to this Privacy Notice on an ongoing basis. Your continued use of the website following the posting of changes will mean that you signify your acceptance to those changes.

This Privacy Notice is current as of the "last revised" date which appears at the top of this page. We will treat Personal Data in a manner consistent with the Privacy Notice under which it was collected, unless we have your consent to treat it differently. By using this website following any Privacy Notice change, you freely and specifically give us your consent to collect, use, transfer and disclose your Personal Data in the manner specified.