Cytosurge AG Privacy Policy

Effective date: February 7, 2022

Cytosurge AG ("us", "we", or "our") operates the www.cytosurge.com website (the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of personal data and the choices you have associated with that data,

- when you visit our webpage,
- as a service user,
- as recipient of e-mails, messages on business networks or other outreach activities from us

(all together referred to as "users and recipients")

We use your data to provide and improve the Service and communicate about our Service with you. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions (which can be downloaded here).

Definitions

Personal Data
Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

Usage Data
Usage Data is data collected automatically either generated by using the website, or from the Service infrastructure itself (for example, the duration of a page visit).

Cookies
Cookies are small pieces of data stored on a User's device.

Data Controller
Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed.

For the purpose of this Privacy Policy, we are a Data Controller of your data.

Data Processor (or Service Provider)
Data Processor (or Service Provider) means any person (other than an employee of the Data Controller) who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

Data Subject
Data Subject is any living individual who is the subject of Personal Data.

User
The User is the individual using our Service. The User corresponds to the Data Subject, who is the subject of Personal Data.

Our data protection policy

We are committed to safeguarding the privacy and accuracy of the personal data of our users and recipients in line with guidelines set out by the European Commission under the EU General Data Protection regulation 2016/679 and the Swiss Federal Data Protection Act (FDPA).

This policy applies where we are acting as a Controller with respect to the personal data of our users and recipients. This policy also applies where we determine the purpose and means of the processing jointly with our collaborators and other companies.

Any reference to a Data Subject means a natural person whose personal data is processed by us as a Data Controller or Joint Controller, in other words, you.

Types of data collected

We collect several different types of information for various purposes to provide and improve our Service to you.

Personal Data
While using our webpage or looking for customers for email marketing or other outreach activities we may collect certain personal data about you from you or publicly available sources, such as (without limitation):

- Email address
- First name and last name
- Phone number

- Address, State, Province, ZIP/Postal code, City
- Research interests

Usage Data
We may also collect information how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookies Data
We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- ***Session Cookies***. We use Session Cookies to operate our Service.
- ***Preference Cookies***. We use Preference Cookies to remember your preferences and various settings.
- ***Security Cookies***. We use Security Cookies for security purposes

More information regarding our usage of cookies can be found in our dedicated cookies usage policy.

Use of data

Cytosurge AG uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service

- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information
- To conduct direct marketing activities

We may use your Personal Data to contact you with newsletters if you have agreed to such use.

You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

To carry out direct marketing activities to those organizations that are not already customers, we will process personal data from public databases, websites, social media, or GDPR-compliant third-party sources. These data may include company name, contact name and title, phone number, business email and research topics.

For direct marketing activities targeting a business-to-business audience, we only reach out to professional contacts that fit our target customer profile. We identify potential customers and contacts based the core business of the company that they're associated with, their position in the company and their professional interests. As such, direct marketing activities solely are targeting carefully selected contacts from which we believe there exists a legitimate interest of us to contact them and discuss possible collaborations between our organization and theirs.

In this regard we have carefully considered your rights and expectations of privacy and our rights to run our business in line with applicable laws.

We will use this data to contact you in relation to the services that we can offer that we believe you will have an interest in. We will not process any personal data that we do not need in order to pursue our legitimate commercial interests as above.

Retention of data

Cytosurge AG will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Cytosurge AG will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

Transfer of data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside Switzerland and choose to provide information to us, please note that we transfer the data, including Personal Data, to Switzerland and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Cytosurge AG will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place to ensure the security of your data and other personal information.

Disclosure of data

Business Transaction

If Cytosurge AG is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

Disclosure for Law Enforcement

Under certain circumstances, Cytosurge AG may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

Cytosurge AG may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Cytosurge AG
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

Security of data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

"Do Not Track" signals

We support Do Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

Your rights

Cytosurge AG aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

Whenever made possible, you can update your Personal Data directly within your account settings section. If you are unable to change your Personal Data, please contact us to make the required changes.

In certain circumstances, you may have the following rights in relation to your personal data:

- ***Right to be informed.***
- ***Right of access***: You have the right to access all your personal data at any time.
- ***Right to rectification***: You have the right to rectify your inaccurate, incomplete or obsolete personal data.
- ***Right to restriction of processing***: You may have the right to restrict the processing of your personal data in certain cases.
- ***Right to erasure*** ('right to be forgotten'): You have the right to demand that your personal data be deleted and to prohibit any future collection.
- ***Right to file a complaint to a competent supervisory authority***, if you consider that the processing of your personal data constitutes a breach of applicable regulations.
- ***Right to define instructions related to the retention, deletion and communication of your personal data after your death***.
- ***Right to data portability***: You have the right to receive the personal data you have provided us in a standard machine-readable format and to require their transfer to the recipient of your choice.
- ***Right to object***: You may have the right to object to the processing of your personal data. Please note however that we may continue to process your personal data despite this opposition for legitimate reasons or for the defense of legal claims.

You can exercise these rights by sending an email at privacy@cytosurge.com. Your requests within the statutory limits for such requests. Please note that we may ask you to verify your identity before responding to such requests.

Service providers

We may employ third party companies and individuals ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: http://www.google.com/intl/en/policies/privacy/

Behavioral Remarketing

Cytosurge AG uses remarketing services to advertise on third party websites to you after you visited our Service. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Service.

Google AdWords

Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: http://www.google.com/settings/ads

Google also recommends installing the Google Analytics Opt-out Browser Add-on - https://tools.google.com/dlpage/gaoptout - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: http://www.google.com/intl/en/policies/privacy/

Twitter
Twitter remarketing service is provided by Twitter Inc.

You can opt-out from Twitter's interest-based ads by following their instructions: https://support.twitter.com/articles/20170405

You can learn more about the privacy practices and policies of Twitter by visiting their Privacy Policy page: https://twitter.com/privacy

Facebook
Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: https://www.facebook.com/help/164968693837950

To opt-out from Facebook's interest-based ads follow these instructions from Facebook: https://www.facebook.com/help/568137493302217

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA http://www.aboutads.info/choices/, the Digital Advertising Alliance of Canada in Canada http://youradchoices.ca/ or the European Interactive Digital Advertising Alliance in Europe http://www.youronlinechoices.eu/, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: https://www.facebook.com/privacy/explanation

Payments
We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing (e.g. payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we work with are:

- ***Stripe***
  Their Privacy Policy can be viewed at https://stripe.com/us/privacy
- ***PayPal or Braintree***
  Their Privacy Policy can be viewed at
  https://www.paypal.com/webapps/mpp/ua/privacy-full

Direct marketing service providers
We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the processing of personal information. Our appointed data processors include:

- Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their Privacy Policy here: http://sopro.io. Sopro are registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: dpo@sopro.io.
- Lempire SAS (trading as Lemlist). You can contact and view their Privacy Policy here: https://www.lemlist.com/privacy-policy. Their data protection officer can be contacted at: privacy@lemlist.com.

Links to other sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's privacy

Our Service does not address anyone under the age of 13 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Changes to this privacy policy

We may update our Privacy Policy from time to time. We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact us

If you have any questions about this Privacy Policy, please contact us.

- By e-mail: privacy@cytosurge.com
- By visiting this page on our website: https://www.cytosurge.com/contactus
- By phone number: +41 43 544 87 00
- By mail: Cytosurge AG, Saegereistrasse 25, 8152 Glattbrugg, Switzerland

Representative in the EU

Our officially appointed representative within the European Union is ***VGS Datenschutzpartner UG*** in Germany. You may contact them anytime regarding our data privacy policy.

- By e-mail: info@datenschutzpartner.eu
- By visiting this website: https://www.datenschutzpartner.eu
- By mail: VGS Datenschutzpartner UG, Am Kaiserkai 69, 20457 Hamburg, Germany