

Applied Biosystems Privacy Policy

Applied Biosystems is a business unit of Applera Corporation, 850 Lincoln Centre Drive, Foster City, CA 94404, USA. Your privacy is important to Applied Biosystems and its world-wide offices, hereinafter to be referred to as "Applied Biosystems", and this policy explains our online information practices regarding the collection of information from this Website that can personally identify you and/or your company, and the choices you can make about the way your information is collected and used. Applied Biosystems respects your privacy choices. If you give us personal information, we will treat it in accordance with this policy. This policy only covers the Website of Applied Biosystems - www.appliedbiosystems.com and other related URLs in the appliedbiosystems.com domain (for example, store.appliedbiosystems.com and product.appliedbiosystems.com), hereinafter to be referred to as the "Site". We encourage you to read this privacy policy and those of all Websites you visit.

Consent and Data Transfer

By giving your personal information to us, which includes information furnished during a pre-registration, online order or registration process, you agree that we may collect and use such personal information and other information in accordance with the terms and conditions of this policy.

For our customers in Switzerland and the European Union, please note that Applied Biosystems (as a US based company) operates in countries outside of Switzerland and the European Union (including the US). If you use this Site, all information, including personally identifying information, will be transferred to Applied Biosystems (including subcontractors that may be maintaining and/or operating this Site) in the United States and elsewhere. By using this Site, you unambiguously consent to the transfer of your personal data and other information to the United States and elsewhere. If you do not agree to this Policy, please do not use this Site. Applied Biosystems reserves the right to change the Policy from time to time at its discretion. You are therefore advised to read this privacy policy regularly. Your continued access and use of the Site after changes to the Policy are posted constitutes your acceptance of the Policy as amended.

Information We Collect From You

Personally Identifying Information. When you fill out an online order or registration form on our Site, we may collect personal contact information such as your name, address, company name and address, e-mail address and billing details. In addition, environmental variables (such as Internet Protocol addresses) for system administration of our Site and aggregate visitor information are recorded. The information collected while you are a visitor on our Site may include the Uniform Resource Locator (URL) of the site you have just come from, which URLs have been visited on our Site, what browser is being used, and what Internet Protocol (IP) address you used to get to our Site.

User IDs and Passwords. These fields uniquely identify you and help us to provide you with access to your profile areas and to protected content. They also help ensure that only a person with your user ID and password can access your content and order products from us. Your email address also serves as a user ID. If you supply this information to us for problem resolution you will need to reset your password.

Account Information. This information tells us the specifics about who you are, how to contact you, and your shipping and billing information. This may also contain any preferences you have provided, such as products regularly ordered and terms of payment. With this information, we can fulfill your orders and better provide you with personalized services.

Transactions. Shows which products and services you have requested.

E-mail Correspondence. An e-mail address is required to register on the Site. This is used to raise and respond to issues and inquiries of all types. It is also used to distribute information about our products and services.

Customer Feedback. Provides a mechanism for requesting information from Applied Biosystems. It is also used to tell us how we can improve our products, services and Site designs.

Non-Personally Identifiable Information. This refers to information that does not by itself identify a specific individual. We gather certain information about the use of our Site by our visitors. This information is then compiled and analyzed in a way that generally does not identify our visitors personally.

Protection of Your Information

The personal information you provide online is retained for only as long as there is a legitimate business or legal

requirement to do so. We protect the personal information you share with us. For example, if you make an online purchase, we encrypt your credit card number when it is submitted to us. Access to your personal information is limited only to those Applied Biosystems' employees, and/ or authorized third parties who need it to fulfill your order, to communicate with you about your order, and to provide you with promotional materials of, including, without limitation, Applied Biosystems or third party contractors.

To prevent unauthorized access, maintain data accuracy, and ensure proper use of your information, we and our Web Site contractors have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Use of Your Information

Except as specifically described in this Privacy Policy, we will not, without your specific prior consent, sell, trade or transfer your information to such third parties other than authorized third parties (such, for example, the Applied Biosystems contractors operating this Site) and others involved in the e-commerce distribution chain (e.g., vendors, suppliers), which may need access to some of your personal information. For example, if we ship an order to you, we must share your name and address with a shipping company. We oblige such third parties to comply with our privacy policy, and limit their access and use of your personal information. If you have any questions relating to the transfer of your personal data to the third parties described in this Privacy Policy, please [contact us](#).

We (and third parties under contract with Applied Biosystems) use customer contact information to personalize the types of information you receive from Applied Biosystems, to tell you about our company and opportunities we think may be of interest to you, to determine customer satisfaction with products and/or services we have provided, to improve the operation of the Site or to compile aggregate statistics of visitors to our Site. Please refer also to our discussion of cookies below.

Information about particular transactions, such as product purchases, is maintained in our databases in the same or similar manner as such information is maintained for transactions which are done by telephone, fax, etc. This information is used by us for ordinary business purposes, such as order processing, delivery, etc. We sometimes also use this data to establish a profile for your company, or collectively for some or all of our customers, to help us make business decisions, such as what kinds of new products we should be developing.

Occasionally, we may be required by law enforcement, government contract administrators, and/or judicial authorities to provide personally identifiable information to the appropriate governmental or regulatory authorities under applicable law, regulation or the terms of government contracts. We will disclose personally identifiable information upon receipt of a court order, subpoena, or if required to co-operate with law enforcement investigations or government contract compliance reviews. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful to the extent permitted by law.

Linked Websites

We sometimes provide links to third party Websites. Such links are provided for your convenience only and will be easily identifiable because they will not have our logo on them. Since we do not control these Websites, we assume no responsibility for the (privacy) practices of sites to which we provide links, and we encourage you to review the privacy policies posted on those, and all, third party Websites.

Children's Privacy

We do not knowingly collect personal information from children under the age of 18.

Cookies

Most of our Site uses 'cookies'. Cookies help us provide a better user experience by measuring which Site areas are of greatest interest to our customers. Applied Biosystems also uses cookies when you register for one of our Site programs. In this situation, a cookie will store useful information on your computer that enables our Site to identify your computer when you return to our Site. Applied Biosystems can only 'read' cookies which are placed on your computer from our own Site. Without your consent, Applied Biosystems will not derive any information from cookies that can identify you personally. You can choose to disable cookies by following the procedure suggested by your particular browser. If you choose to disable cookies in your browser, you may still be able to access parts of our Site; however, most of the Site will not be accessible.

We may display advertisements from third parties on our Site. These third parties may use cookies to collect information about you in order to determine customer preferences. They (and we) use this information to improve Applied Biosystems' marketing, promotional efforts, and product offerings.

Accessing and Updating Information

Please notify us of any changes in your name, address, title, telephone number or e-mail address. You can correct your personally identifiable information yourself using My Profile, or by [contacting us](#) with a request for your change. You may ask to have the information on your account deleted or removed; however, because we

keep track of certain transaction information, such as past purchases, and other similar information, for legal compliance purposes (including company bookkeeping), you may not be able to delete certain information.

If you have any questions relating to this Privacy Policy or relating to the transfer of your personal data, please [contact us](#).

Customer Service
Applied Biosystems
[Contact Us](#)