

## Privacy Policy

Last Updated: Nov 2024

PURE LAB L.L.C. (“**Pure Lab**”, “**we**,” “**us**,” or “**our**”) values your privacy. This Privacy Policy outlines how we collect, use, disclose, and protect your information when you visit our website (the “**Site**”). By accessing or using the Site, you agree to the terms of this Privacy Policy.

### 1. Definitions

- 1.1. **Personal data** means any data related to a specific natural person, or related to a natural person who can be identified directly or indirectly by linking the data, through the use of identifying elements such as his name, voice, identification number, electronic ID, or geographic location, or one or more of its formal, physiological, economic, cultural, or social characteristics, including sensitive personal data and biometric data.
- 1.2. **Usage Information** includes technical information such as IP addresses, web browser type and version, browser plugin type and version, time zone, platform, and operating system. We collect this data when you interact with our app to improve our Site’s functionality, user experience and effectiveness.

### 2. Information We Collect

You may generally visit the Site without providing or disclosing any Personal Data. However, there may be instances where we require certain information from you, or where you may choose to voluntarily provide such information to us.

#### 2.1 Personal Data

When you provide contact information on our Site, we may collect Personal Data that you provide to us voluntarily, such as: First name, Last name, Email, Phone number, How did you hear about us, Country, City, Requested additional information (Message).

#### 2.2 Non-Personal Data

We automatically collect non-personal information when you visit our Site, which may include, your device, browser type and version, pages visited on the Site, time and date of visits, time spent on each page etc.

### **3. How We Use Your Information**

We may use the information we collect for various purposes to:

- Provide you with the information, products, or services that you request, and respond to any related inquiries.
- Send you electronic communications, including alerts, reminders, event registrations, and other notices related to our products or services, appointments, events, or news that may be of interest to you. (with your consent)
- Enhance the functionality of our Site to improve user experience and tailor its content to your preferences.
- Respond to your inquiries and provide customer support.
- Analyze usage trends and monitor the effectiveness of our Site and marketing efforts to improve user experience.
- For purposes of testing, research, analysis, and product development.
- Protect, as necessary or appropriate, the rights, property, or safety of our organization or others.
- Respond to law enforcement requests and comply with applicable laws, court orders, or governmental regulations.

### **4. Disclosure of Your Information**

We do not sell or rent your personal information to third parties. We may share your information in the following circumstances:

- With Service Providers: We may employ third-party companies and individuals to assist us in providing our services (e.g., hosting, analytics, advertising). These parties may have access to your personal information to perform specific tasks on our behalf but are obligated not to disclose or use it for any other purpose.
- For Legal Compliance: We may disclose your information if required to do so by law or in response to valid requests by public authorities.

### **5. Subscriptions**

If you sign up to receive marketing communications from us, we may send such communications by email, telephone, or any means of communication. For more information about managing your contact data, you may reach us out at: [customercare@purelab.com](mailto:customercare@purelab.com) and/or [marketing@purelab.com](mailto:marketing@purelab.com)

### **6. Third-Party Links**

Our Site may contain links to third-party websites. We are not responsible for the privacy practices or content of these sites. We encourage you to review the privacy policies of any third-party sites you visit.

## **7. Data Security**

- 7.1 We implement appropriate industry standard security measures to protect your Personal Data from unauthorized access, disclosure, alteration, or destruction and prevent Personal Data from being lost accidentally or used or accessed unlawfully. These measures shall consider the nature, scope, context, and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, in accordance with the applicable health and data protection laws.
- 7.2 We limit access to your Personal Data to those who have a genuine business need to access it. Those processing your Personal Data will do so only in an authorized manner and are subject to a duty of confidentiality.
- 7.3 Your Data is stored securely on servers with restricted access, and we use encryption protocols to safeguard sensitive Personal Data. We employ various types of technical and physical access controls, which may include, if appropriate, encryption. We may also aggregate, pseudonymize or anonymize Personal Data to ensure that no personally identifiable Personal Data is shared with a third party, unless we have your consent, or it complies with one of the purposes listed under clause 4.
- 7.4 We also have procedures to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

## **8. Your Rights**

Depending on your jurisdiction, you may have the following rights regarding your personal information:

- the right to access and obtain a copy of your Personal Data;
- the right to request correction of inaccurate Personal Data;
- the right to request deletion of your Personal Data;
- the right to object to or restrict processing of your Personal Data;
- the right to withdraw consent for processing.

To exercise these rights, please contact us using the information provided below.

## **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We encourage you to review this Privacy Policy periodically for any changes. Changes are effective when they are posted on this page.

## **10. Contact Us**

If you have any questions about this Privacy Policy, please contact us at:  
[marketing@purelab.com](mailto:marketing@purelab.com)