

BacStitch DNA Inc. Privacy Policy

EFFECTIVE DATE: May 1, 2024

BacStitch DNA, Inc (“BacStitch”, “we”, “us” or “our”) is committed to protecting the privacy of your personal information. This Policy describes how we collect, use, disclose, transfer, store, retain, and process your personal information while performing our business activities, which include the BacStitch websites (“Websites”), ordering and service delivery, and operation of our business (collectively, the “Services”)

When you use our Services and when you provide personal information to us, we will only use the information for the uses and purposes described in this policy.

1. PERSONAL INFORMATION WE COLLECT

We collect personal information about our website visitors, customers, suppliers, and business partners. We may collect information from you directly (e.g., when you contact us through our Websites), automatically (e.g., through the use of cookies and trackers when you visit our Websites), and from other sources (e.g., through our vendors or analytics providers).

When you access the Services, we may collect the following categories of personal information:

A. Information you provide to us

- Contact information, such as your name, postal address, email address, telephone number;

- Authentication data, such as user name, password, and other similar authentication information;
- Professional details, such as job title, and organization;
- Other information you voluntarily provide, such as information you provide in emails and other communications that you send us or otherwise contribute (e.g., sales requests or customer support inquiries).

B. Information automatically collect

- Technical Identifiers, such as IP address, browser type, operating system, the pages you view on the Website, the pages you view immediately before and after you access the Website, and the search terms you enter on the Website, Internet or other electronic network activity information;
- General location data; and
- Inferences drawn from the above categories.

C. Information from others

- Information we receive from our partners, ordering platforms, payment processors, and analytic service providers

2. HOW WE USE YOUR PERSONAL INFORMATION

We may use your personal information for the following purposes:

- **Service delivery** – to provide the products and services you request and invoice you for such services;
- **Communications** – to respond to inquiries and to communicate with individuals, customers, and suppliers about requests, questions, comments, products, and services;

- **Operations** – to operate, evaluate, and improve our business, develop and improve our products and services, and measure the effectiveness of the company’s sales, marketing and advertising efforts;
- **Customizing your experience** – to improve your experience of the Services, such as by providing interactive or personalized elements on our Websites;
- **Marketing** – to provide you with information about products and services that we believe may be of interest to you, in accordance with your preferences;
- **Legal obligations** – to meet legal and regulatory compliance obligations, including responding to subpoenas, court orders or other legal processes;
- **Protecting rights** – to exercise or protect our legal rights, or the rights of you or a third party, where it is necessary to do so, such as taking actions to prevent fraud, intellectual property theft, or any other unlawful or unauthorized activities.

In some circumstances we may aggregate or anonymize personal information so that it is no longer associated with an individual. We may use such anonymized information for other purposes without further notice to you and outside of this Policy (because, once anonymized, such information ceases to constitute “personal information”).

3. HOW AND WHEN WE SHARE YOUR PERSONAL INFORMATION

We do not sell or rent your personal information to any other third party. We only share Personal Information with the following categories of third parties:

- **Our service providers** – We may share your personal information with third parties so they can provide a service on our behalf or support our

business operations. For example, we may partner with companies to host our websites, process payments, fulfill orders, optimize services, send newsletters and marketing messages, support email and messaging services, and/or analyze information.

- **Where required by law** – We may share your personal information with law enforcement agencies, courts, other government authorities or other third parties where we believe necessary to comply with a legal or regulatory obligation, or otherwise to protect our rights or the rights of any third party.
- **In the context of a business transaction** – We may share your personal information with potential transaction partners, service providers, advisors, and other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell or transfer all or a portion of our assets or business. Should such a sale or transfer occur, we will use reasonable efforts to obligate the entity to which we transfer your personal information to use it in a manner consistent with this Policy.

4. YOUR PERSONAL INFORMATION RIGHTS

You have certain rights regarding the personal information we hold about you, subject to local law.:

- **Choice** – Where you have provided your consent to any use of your personal information, you can “opt-out” or withdraw such consent at any time.

- **Access** – You have the right to know what personal information we collect about you and how we use it. This Privacy Policy serves to inform you about that collection and use. If we have personal information about you, you may also request a copy of that information.
- **Correction** – You have the right to request the correction of your inaccurate personal information.
- **Deletion** – You have the right to request, under certain circumstances, the deletion of your personal information that we collect.
- **Restriction** – You have the right to request that we restrict the use of your personal information in certain circumstances.
- **No retaliation or discrimination** – You have the right not to receive discriminatory or retaliatory treatment for making a request.

We encourage you to contact us to update or correct your information if it changes or if the personal information we hold about you is inaccurate.

If you would like to discuss or exercise any rights you may have under applicable law, please contact us at privacy@bacstitchdna.com Please note that you may need to provide additional information for us to respond to certain requests.

5. DATA RETENTION

We retain your personal information for as long as necessary to deliver our services, meet contractual obligations, and carry out the purposes set out in this Policy, unless a longer retention period is required by applicable law.

To determine the appropriate retention time for your personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of the personal

information, the purposes for which we process the personal information, and whether we can achieve these purposes through other means, as well as applicable legal requirements.

6. INFORMATION SECURITY

BacStitch has implemented technical and organizational measures to maintain appropriate security to address risks to the personal information we process. These measures seek to ensure the ongoing confidentiality and integrity of personal information. Please note that no measures can be 100% secure; however, we evaluate and test our chosen measures on a regular basis in order to protect your personal information in accordance with this Policy and applicable law.

7. COOKIES

When you visit our Websites, we may collect information from you automatically through tracking technology that includes cookies and tracking pixels provided by third parties. We use such cookies and the information they collect for a variety of purposes including functionality, analyzing performance, security, personalizing Website content, and advertising. We will get your consent in order to use such trackers or provide you with the opportunity to opt-out of cookies, to the extent required by applicable law. You may use an opt-out preference signal, such as the Global Privacy Control (GPC), to opt-out of the sale/sharing of your personal information.

7. CHILDREN'S PRIVACY

We do not knowingly collect personal information from children under age 13. If we become aware that we have collected any personal information from

children under 13, we will attempt to delete the information as soon as practicable.

8. INTERNATIONAL DATA PROCESSING & TRANSFER

BacStich and its Websites are located in the United States and are subject to the applicable state and federal laws of the United States. We transfer your personal information subject to appropriate safeguards as permitted under the applicable data protection laws. For such transfers, we rely on your consent or legal transfer mechanisms such as the Data Privacy Framework and/or Standard Contractual Clauses.

9. THIRD-PARTY WEBSITES

This Policy applies solely to the information collected by BacStich. Our Sites may contain links to websites not owned or controlled by BacStich. BacStich does not have any control over these third-party websites. We encourage you to be aware of these other third-party websites and their privacy statements, as we cannot control and are not responsible for privacy policies or practices of third-party websites.

10. HOW TO CONTACT US

If you have questions or concerns regarding your personal information please contact us at privacy@bacstichdna.com

11. CHANGES TO THIS POLICY

If we update this Policy, we will notify you by posting a new privacy policy on this page. If we make any changes that materially change the ways we process or protect your information, we will provide additional notification of such changes.