

## PRIVACY AND COOKIES POLICY

### Introduction:

www.cryobright.co.uk (the "Website") are owned and operated by CryoBright LTD ("we", "our" or "us"). We are committed to protecting the privacy of our users and customers.

This privacy policy ("Privacy Policy") is intended to inform you how we gather, store, and use your personal information, such as your name, email address, address and other contact details ("Personal Information"). Please use this Privacy Policy to help you decide whether and how you wish to use our site and our products and services.

All your Personal Information shall be used in accordance with the Data Protection Act 1998 (the "Act").

If you want to know what information we collect and hold about you or you want us to delete any information we hold about you, please write to us at:

CryoBright, 197 Church Road, Hove, East Sussex, BN3 2AB

Alternatively contact us via email: [hello@cryobright.co.uk](mailto:hello@cryobright.co.uk)

### Collecting Information:

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

### How we collect information:

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

### Why we collect information:

We collect such Non-personal and Personal Information for the following purposes:

- To provide and operate the Services;
- To provide our Users with ongoing customer assistance and technical support;
- To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.

### How we store, use, share and disclose your personal information:

CryoBright is hosted on the Wix.com platform. Wix.com provides us with the online platform that

allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company 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 credit card information by our store and its service providers.

How we communicate with you:

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

#### **How we use cookies and other tracking tools:**

In common with other commercial websites, our Website and utilise a standard technology called "cookies" (see explanation below, "What Is A Cookie?") and web server logs to collect information about how our Website and are used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at our Website or on our, and the websites and visited just before and just after our Website.

We use cookies to:

- remember you when you visit this Website or our to keep track of your browsing patterns and to build up a profile of how you and other users use the Website and our.
- make our Website and our work as efficiently as possible.
- facilitate transactions and administer services to you and to our partners.

#### *What is a cookie?*

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a website, that site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each website can send its own cookie to your browser if your browser's preferences allow it, but in order to protect your privacy, your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other sites. Find out more about the use of cookies on [www.allaboutcookies.org](http://www.allaboutcookies.org)

#### *How do we use information we collect from cookies?*

As you browse our Website the site uses its cookies to differentiate you from other users to prevent you from seeing unnecessary advertisements or requiring you to log in more often than is necessary. Cookies, in conjunction with our web server's log files, allow us to calculate the aggregate number of people visiting our Website and to determine which parts of the Website and are most popular. This helps us gather feedback to constantly improve our Website and better serve our customers.

Cookies do not allow us to gather any Personal Information about you and we do not generally store any Personal Information that you provided to us in your cookies.

### Third Party Cookies

Most of the cookies we use are ours, however, on occasion, we will issue a cookie by a third party to help us operate the Website – these are sometimes known as “web beacons” or “clear gifs”. These cookies cannot be used to identify an individual; they can only be used for statistical purposes, for example, in providing you with advertisements that are more relevant to your interests.

For example, third party vendors such as Google and Facebook, show our ads on sites on the internet and use cookies to serve ads on such sites (including your Facebook account) based on your relationship with us or prior visits to our Website and our and to determine which advertisements and promotions users have seen and how users responded to them and to serve advertising to our Website and our. Analytics data may also be used to this effect.

For this purpose, we may disclose:

- generic, aggregated or anonymised data relating to your visits and use of our Website and, but we will not disclose any of your Personal Information which identifies you or from which you may be identifiable i.e. we will not disclose your contact details such as your email address, name, address or telephone number; or
- information in a pseudonymised form such as a browser cookie ID / code or cryptographic hash of your email address to help us tailor and display our ads to you on other services. This ID or code is matched against your equivalent unique code similarly generated by our ad partners to tailor advertising to you.

The third party companies that generate these cookies have their own, very strict, privacy policies but we don't have access to these cookies; other than allowing them to be served, we have no role to play in these cookies at all (although we may use statistical information arising from these third party cookies and provided to us by third parties, to improve our Website experience).

You may opt out of Google's use of cookies by visiting the Google advertising opt-out page. For more information on opting out of third party vendors' use of cookies please visit Your Online Choices here.

We may at times use Facebook services to deliver our ads to you during your browsing experience/ whilst you are online. You can control how Facebook uses data to show you ads by turning off ads which may be based on interests and / or your relationship with specific advertisers, in your ad preference settings. For further information, please visit the various Facebook pages which allow you to learn more about Facebook ads and cookies and to update your settings:

- <https://www.facebook.com/policies/cookies/>
- <https://www.facebook.com/about/ads>
- <https://www.facebook.com/ads/preferences/edit/>

Further, by visiting the links above, you can opt out from seeing Facebook's interest-based ads and you can also use your mobile device settings to configure your advertising preferences.

On your Facebook ad preferences, you will see that ads may be delivered to you according to 'interests' or specific advertisers and you can manage your ad preference settings for both of these.

If you have opted out of receiving our marketing communications when you register with us, when you make a booking or where you have subsequently unsubscribed, we will not share your details with Facebook in a pseudonymised form and we will not appear as a named advertiser in your settings.

Please note however that where you have opted out of receiving our marketing communications via the methods described above, you may still see our non-targeted adverts whilst you are online if your

interests settings on Facebook are aligned to an audience segment (pre-defined by Facebook) which our business is also associated with. We do not control whether these ads are displayed to you. Please see the relevant links above for details on how to learn more and manage Facebook ad settings.

Further, to learn more about adverts which are displayed to you whilst you are online, please consult the applicable website's privacy and cookies policy on which you see our ads and the Your Online Choices link above.

#### *How do I remove or block cookies?*

Most browsers allow you to remove any cookies and/or block any new cookies being set. To turn off cookies, look at the "help" menu on your browser. However, please note, that switching off cookies may restrict your use of the Website and the and/or delay or affect the way in which they operate.

#### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.