

Asuragen Internet Privacy Policy

Effective Date: June 2015

Asuragen, Inc. (referred to as "we," "us," "our" and other similar pronouns) know that your privacy is important to you, and we want you to know that it is important to us too. We created this Internet Privacy Policy (the "Policy") to explain the types of information we collect from you on-line; how we will use, disclose and protect this information once it is collected; and how you can opt-out of our use of your information for purposes other than administering your commercial transactions with us. By submitting your information through our website and mobile website (collectively the "Site") or when participating in offline promotional activities, you agree to the terms of the Policy as they may be amended from time to time. If you do not agree with these terms, do not use our Site or otherwise provide us your personal information.

Here are a few general principles to keep in mind as you read through this Policy:

- We may collect Personal Information (see below) and other data you voluntarily share with us through the Site, through emails and otherwise. Further, we may share this information with our affiliated entities as well as with website hosting partners and other parties ("Service Providers") who assist us in operating our website, conducting our business, or providing service to you. However, we do not sell, trade or otherwise transfer your Personal Information to unaffiliated third parties for their direct marketing or other purposes. It is our practice to obligate all our Service Providers to keep your Personal Information confidential and not to disclose it to anyone else.
- **Your California Privacy Rights:** If you are a California resident, you may have the right to request and receive certain information about our tracking of and disclosure of your Personal Information to third parties for their direct marketing purposes. At this time, because there is no industry or legal standard, we do not honor "do not track" requests. Further, other than our Service Providers, we do not allow third parties to conduct tracking on the Site.
- This Internet Privacy Policy and Asuragen's Website Terms of Use constitute the entire agreement between Asuragen and you pertaining to the subject matter herein.
- As will be discussed in more detail, below, consistent with any communications preferences you have set on this Site, we may send you marketing and other communications, through email or otherwise, including information about products, services and events, of ours and of others, that we think might interest you. By utilizing this Site and providing your Personal Information to us without opting out of communications from us, you are expressly authorizing us to provide you this marketing information.

Opt In and Opt Out

If you register on our Site or to participate in certain offline promotional activities, you may later opt out of all use of your Personal Information described in this Policy, except for our use to administer your commercial transactions with us. Further, you may change your communications preferences by visiting the communications preferences settings on the Site. You can also opt-out of promotional emails by clicking on the opt-out or unsubscribe link within the e-mail you receive or by emailing us at Asuragen@asuragen.com. If you opt-out, this choice shall apply to all Asuragen business lines. Please understand that it may take us a few days to process any opt-out or unsubscribe request and we may continue to contact you until this process is complete. Further, although you may opt-out of receiving promotional correspondence from us, we reserve the right to contact you in connection with our provision of services to you, our supplier relationship, recent purchasing activities, sales and servicing transactions.

Visitors to the Site may also opt out of Google's use of cookies by visiting Google's Ad Settings Page. Additionally, visitors can opt out of a Service Provider's use of cookies by visiting the Network Advertising Initiative opt-out page.

What information is collected on this Site?

User-Provided Information

"Personal Information" is information that can be used to identify you as a company or an individual or allow someone to contact you, and to identify the products you purchase, the Site content that most interests you and other personal preference information that allows us to deliver the most relevant business and product materials to you. Some of the Personal Information we collect includes, but is not limited to, your name; company name; account numbers; postal addresses; e-mail addresses; telephone numbers; fax numbers; gender, age, date of birth, and medical information; insurance information; credit card and other payment information; purchase, site browsing and transaction history; website credentials; answers to security questions; job history and application information; and industry segments, job roles and functions, interests, hobbies and demographic information. If you are a healthcare provider, we may also collect a National Provider Identifier ("NPI") or state license number. If applicable, we may also ask you to provide information regarding the analytical instrumentation used in your laboratory. Some examples of when we collect Personal Information from you include, but are not limited to, when you request lab test results; conduct a sales transaction on our Site; create an account on our Site; complete an online form, sign up for our newsletters; make online purchases; enter sweepstakes and contests; complete surveys; contribute to a chat room, bulletin board, list serve, blog, wiki or other social forum on the Site; or submit a comment or question to us using a "contact us" or similar feature on the Site.

Site Usage Information

In addition to any Personal Information, we and our Service Providers may use a variety of technologies that automatically store or collect certain information whenever you visit or interact with the Site ("Site Usage Information"). Our servers automatically collect your IP address

when you visit our Site, and we may associate that with your domain name or that of your Internet access provider. We may also capture certain "clickstream data" pertaining to your Site usage. Clickstream data includes, for example, information about your computer or device, Web browser and operating system and their settings, the referring page that linked you to the Site, the pages, content or ads you see or click on during your visit and when and for how long you do so, items you download, the next Web site you visit when you leave the Site, and any search terms you have entered on the Site or a referral site.

In addition, we may deploy various tracking technologies on the Site to collect additional information about your Site visits including, but not limited to, Google analytics and Google AdWords for remarketing. Some examples of tracking technology we use are as follows:

- Cookies are small data files stored on your computer or device at the request of a Web site. A cookie assigns a unique numerical identifier to your Web browser, and may enable us to recognize you as the same user who was at our Site in the past, and relate your use of the Site to other information about you, such as your Site usage information and Personal Information. Cookies may also be used to enhance your experience on the Site and to store your preferences (for example, by storing your username so you can log in easily, keeping you logged into the Site after you have provided your password, and storing the contents of your shopping cart as you browse) or to collect general usage and aggregated statistical information and detect and prevent fraud. Most browsers can be set to detect cookies and give you an opportunity to reject them, but refusing cookies may, in some cases, inhibit or preclude your use of the Site or its features.
- HTML5 (the language some Web sites are coded in) may be used to store information on your computer or device about your Site usage activities. This information can be retrieved by us to determine how our Site is being used by our visitors, how it can be improved, and to customize it for our users.
- Cache cookies, such as eTags, may be used to identify your computer or device as the same computer or device that visited our Website or another web site in the past.
- Browser history sniffing may be used to enable us to detect whether you have visited a Web page of ours or of someone else's in the past by determining whether its URL is located in the list of URLs stored in your Web browser's history file.
- Browser fingerprinting can enable us to recognize your computer or device as the same one that has been used to visit our Website in the past based on various detectable information from your computer or device that, together, can be used as a "fingerprint" of your computer or device.
- A pixel tag (also known as a "clear GIF" or "web beacon") is a tiny image – typically just one-pixel – that can be placed on a Web page or in our electronic communications to you in order to help us measure the effectiveness of our content by, for example, counting the number of individuals who visit us online or verifying whether you've opened one of our emails or seen one of our Web pages.

These tracking technologies may be deployed by us and/or by our Service Providers or affiliates on our behalf. These technologies enable us to assign a unique number to you, and relate your Site Usage Information to other information about you, including your Personal Information.

By using our Site, you consent to our use of this Site Usage Information as described above.

How is your information used?

We, or our Service Providers, may use the Personal and Site Usage Information we collect from and about you to perform the following business functions:

- enabling users to use our Site, its features and our services
- develop records, including records of your Personal and Site Usage Information
- processing and fulfilling your transactions, and providing you support
- administering the Site and your account with us
- communicating with you about your account and responding to your requests, questions, and concerns
- market research
- personalizing our Site and services for you
- improving and developing new features and offerings on the Site
- consistent with any communications preferences you have set on this Site, sending you marketing and other communications, through email or otherwise, including information about products, services, and events, of ours and of others, that we think might interest you. You may opt out of receiving such notices from us by following the instructions in the "Right to Opt In and Opt Out" section above.
- for analytical purposes and to research, develop, and improve programs, products, services and content
- protecting our rights and property
- to protect someone's health, safety or welfare
- enforce this Policy and other rules about use of the Site
- for healthcare providers, we may use your NPI or state license number to match Site pages you visit for compliance, marketing and sales activities
- recovering debt and preventing fraud
- customizing our Site to your interests and history with us
- other purposes disclosed when Personal Information is submitted to us

To perform the above functions, we may match information collected from you through different means or at different times, including both Personal Information and Site Usage Information, and use such information along with information obtained from other sources (including third parties) such as demographic information and updated contact information. We, or our Service Providers, may also use your Personal and Site Usage Information to assess the level of interest in, and use of, the Site, our e-mails and our other messaging campaigns both on an individual basis and in the aggregate.

Do we share Personal Information and Site Usage Information with others?

Yes. We may share the Personal Information we collect on the Site with others for a variety of reasons. In addition to the kinds of information sharing you might expect, such as sharing with our Service Providers who need your Personal Information in order to provide services to us (or on our behalf and subject to confidentiality commitments) and sharing what you voluntarily post to public areas on the Site with other Site users, we may share your Personal Information:

- among our corporate family for their marketing and other purposes;
- when we believe in good faith that disclosure is necessary to protect our rights or property, protect your health and safety or the health and safety of others, investigate fraud or respond to a government, judicial or other legal request, or to comply with the law; In deciding whether to disclose or contest any request for information, to the fullest extent allowed by applicable law, we have complete discretion in electing to make or not make any disclosure and to contest or not contest any request, all without notice to you;
- with credit bureaus, such as late payments, missed payments, or other defaults on your account; and
- in connection with a corporate change or dissolution, including for example a merger, acquisition, reorganization, consolidation, bankruptcy, liquidation, sale of assets or wind down of business.

In addition, we may share non-personally identifiable Site Usage Information (including aggregate data) with others, for their own use, in a form that does not include your name or contact information. Personal Information that has been de-identified is not treated as Personal Information and may be shared freely by us.

Your Access Rights

You may review, update or modify certain of the Personal Information that is stored in your user account on the Site (if you have one) by logging in to your account on the Site or by contacting us using the “Contact Us” information below. We may ask you to verify your identity and to provide other details before we are able to provide you with any information, correct any inaccuracies, or delete any information.

Security

While we endeavor to protect the security and integrity of sensitive Personal Information collected via this Site, due to the inherent nature of the Internet as an open global communications vehicle, we cannot guarantee that any information, during transmission through the Internet will be absolutely safe from intrusion by others, such as hackers.

If you correspond with us by e-mail, text message, or using Web forms like a "contact us" feature on our Site, you should be aware that your transmission might not be secure. A third party could view the information you send in transit by such means. **We will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.**

If you create an account on our Site, you are responsible for maintaining the strict confidentiality of your account password, and you shall be responsible for any activity that occurs using your account credentials, whether or not you authorized such activity. Please notify us of any unauthorized use of your password or account or any other breach of security.

If we believe that the security of your Personal Information in our care may have been compromised, we may seek to notify you of that development, in accordance with the law. If a notification is appropriate, we will endeavor to notify you as promptly as possible under the circumstances. If we have your e-mail address, we may notify you by e-mail. You consent to our use of e-mail as a means of such notification.

“Linked-To” Web Sites

The Site may contain links, banners, widgets or advertisements that lead to other Web sites. We are not responsible for these other sites, and so their posted privacy policies (not this Policy) will govern the collection and use of your Personal Information on them. We encourage you to read the privacy statements of each Web site visited after leaving the Site to learn about how your information is treated by others.

Changes to this Privacy Policy

We may change this Privacy Policy from time to time. When we do, we will let you know by posting the changed Privacy Policy on this page with a new “Last Updated” date. Changes will be effective immediately upon their posting on the Site. Continued use of the Site or otherwise participating in our promotional activities after the effective date of any change in this Privacy Policy indicates your agreement to any modifications in our Privacy Policy. In some cases (for example, if we significantly expand our use or sharing of your Personal Information), we may also tell you about changes by additional means, such as by sending an e-mail to the e-mail address we have on file for you. Unless otherwise required by law, any such notification is at our sole discretion.

Protected Health Information

To obtain a copy of our Notice of Privacy Practices regarding your protected health information, or if you have any questions or need any information regarding your rights and our obligations in this regard, please contact us at:

Asuragen, Inc.
2150 Woodward, Suite 100
Austin, Texas 78744
Attention: Privacy Officer
Email: Compliance@asuragen.com

Information on our Site

All material contained within our Site is the sole property of Asuragen. Any redistribution or reproduction of any information or images is prohibited without our express, written approval.

Contact Us

If you have any questions or comments regarding our privacy practices, or this Privacy Policy, you may contact us at:

Asuragen, Inc.
2150 Woodward, Suite 100
Austin, Texas 78744
Attention: Corporate Marketing
Email: Asuragen@asuragen.com