

BioConnections Limited Privacy Policy

The purpose of this statement is to set out how we use personal information that we may obtain about you. By requesting or registering for any services or information provided by BioConnections Limited you agree to this use.

In this privacy policy (Privacy Policy), 'Company', 'we' or 'us' refers to BioConnections Limited. We supply laboratory consumables, in-vitro diagnostic devices, dehydrated microbiological culture media, antibiotic supplements and other diagnostic products. The activities undertaken to enable this to happen are collectively referred to in this Privacy Policy as 'Company activities'.

For the purposes of the Data Protection Act 2018 (the Act) the data controller is BioConnections Limited (a company registered in England and Wales, whose registered office is 23 Market Place, Wetherby, LS22 6LQ, company number 11078545 and VAT Number GB 292 8974 40).

We take the security of your information very seriously and we endeavour to take all reasonable steps to protect your personal information. However, we cannot guarantee the security of any data you disclose on-line. You accept the inherent security risks of providing information and dealing on-line over the Internet and will not hold us responsible for any breach of security unless this is due to our negligence or wilful default.

By providing your details, you agree to the use of your personal information as set out in this Privacy Policy. You will also be indicating your consent to receiving information by e-mail, telephone, mobile, post and fax as explained below unless you indicate otherwise. We will not disclose your details to third parties (unrelated to Company activities) for the purposes of marketing.

Your Personal Information

When you contact us for information about Company activities, request a quote, make an order, make a complaint or use our website we may collect data from you. This includes:

- your name, company name, address and other contact details;
- profile or preferences you provide to us;
- details of transactions that you wish to conclude through our website;
- credit card or other payment details; and/or
- details of your visit to our website including but not limited to, traffic data, location data and the resources that you access.

Information that you give us may be supplemented with information available to us from other sources such as address checking services, screening data against preference services, and standard industry classification information for profiling purposes.

How we use your information

We may use the information you give us for the following purposes:

- to register you with our website and to administer our website services;
- to communicate with you about services and information that you have requested about Company activities;

- for assessment and analysis (e.g. market, customer, information, website functionality and presentation and product analysis) to enable us to review, develop and improve the products and services which we offer and to enable us to provide you with information we believe will closely match your preferences;
- to notify you of changes to the Company activities;
- for record keeping purposes.

We may use your information to make decisions about you using computerised technology, for example using automatically selecting services which we think will interest you from the information we have. We may keep you informed of such services by using the following methods:

- post
- email
- telephone
- mobile messaging
- fax

We may from time to time contact you for the purposes of market research for Company activities using the contact methods mentioned above.

We will not disclose your details to third parties unrelated to Company activities for the purposes of marketing.

We value our relationship with you and by requesting information on Company activities; you agree that we may use the contact details provided to us as set out above.

Disclosure of Your Information

We may give information about you to the following, who may use it for the same purposes as set out above:

- to our partners and third parties that collaborate with us
- agents and third parties who fulfil any other services on Company's behalf
- to anyone to whom we transfer or may transfer our rights and duties with you (for example a sale of the business)
- if we have a duty to do so or if the law allows us to do so.

In carrying out the activities specified in this Privacy Policy, we may transfer data to reputable companies outside the European Economic Area. We take steps to ensure that your information will be afforded the same level of protection as that required of us under applicable UK data protection legislation. By submitting your personal data you agree to this transfer, storing or processing.

All information you provide to us is stored on our secure servers.

What to do if you do not want to receive information about the Company?

If you prefer not to receive details of offers, products and services from us, you can opt out at any time by writing to us by mail or email (see the section "How to contact us" below).

Please note, if you do opt out of receiving information, we will be unable to keep you informed of new services, products or events that may interest you and you will no longer be eligible for free content.

Our website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these sites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Security

1. Online security is paramount. BioConnections Limited incorporates security measures such as encryption and authentication tools to protect your Personal Information from unauthorized use.
2. We use Firewalls to protect our servers and network from unauthorized users accessing and altering the data we store.
3. We use SSL Certificates (digital certificates) that establish a secure encrypted connection between your internet browser and our website server. This connection protects sensitive data, such as credit card information. To show the certificate is applied to our website you will see "https" in the web address on your browser.
4. With regard to credit card information specifically, BioConnections Limited use Retail Merchant Services to process transactions, once processed card details are securely destroyed. We do not store card details for future transactions.

Cookies

In common with many other website operators, we may use standard technology called 'cookies' on this website. Cookies are small pieces of information that are stored by your browser on your computer's hard drive and they are used to record how you navigate this website on each visit.

Our cookies are used to enable us to develop our website to reflect our users' interests and by noting who has seen which pages, how frequently particular pages are visited and determining the most popular areas of our website. We may use cookies to improve your use of the website by allowing us to tailor what you see to what we have learned about your preferences during your visits to the website.

Most browsers automatically accept cookies, but you can usually change your browser to prevent cookies being stored. Please note, if you do turn cookies off this will limit the service that we are able to provide to you and may affect your visitor experience.

For further information on cookies and how to switch them off please visit www.allaboutcookies.org

General

You have the right to see personal data (as defined in the Data Protection Act) that we keep about you, upon receipt of a written request (see details below) and payment of a fee (currently £10). If you

are concerned that any of the information we hold on you is incorrect please contact us (see details below).

Please be aware that our website may link to other websites which may be accessed through our website. We are not responsible for the data policies or procedures or the content of these linked websites.

In order to protect you, our customers and us from fraud, we may use and disclose or verify information that we obtain from making identity checks and other information in our customer records, for the purposes of fraud prevention and detection.

Any changes we make to this Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email.

For further information about Company activities please read our Terms of Website Use.

How to contact us

If you would like to correct the personal information we have about you or require any further information or have any comments or questions about our Privacy Policy or any other aspect of our website, please contact BioConnections Limited at:

Unit 10 Brindley Court
Victoria Business Park
Knypersley
Staffordshire, ST8 7PP
United Kingdom

or by sending an email to: inbox@bioconnections.co.uk

A handwritten signature in blue ink, appearing to read 'Andrew Wood', with a stylized flourish at the end.

Andrew Wood

Director

16th December, 2025