Privacy Policy for www.biospectrumasia.com by MM ACTIV SINGAPORE PTE LTD

January 28, 2020 | Regulatory

MM ACTIV SINGAPORE PTE LTD ("MM Activ" or "we") is committed to protecting your privacy. This Privacy Policy describes the ways in which we collect, use, disclose, and protect your personal information when you visit www.biospectrumasia.com ("the Website"). By using the Website, you consent to the practices described in this Privacy Policy.



1. **Information We Collect**

We collect personal information about you when you provide it to us or when you use the Website. The personal information we collect may include:

- Your name and contact information, including your email address and phone number
- Your job title and company information
- Information about your use of the Website, including your IP address, browser type, and other technical information
- Information you provide in response to surveys, questionnaires, or other forms on the Website
- Information you provide when you register for an account on the Website or sign up for our newsletter

2. **How We Use Your Information**

We use your personal information to:

- Provide and improve the Website and our services
- Communicate with you about the Website and our services
- Send you newsletters and other marketing communications
- Respond to your inquiries and provide customer support
- Conduct research and analysis to improve our services

We may also use your personal information for other purposes with your consent or as permitted by law.

3. **How We Share Your Information**

We may share your personal information with:

- Service providers who help us operate the Website and provide our services
- Our affiliates and business partners for marketing purposes
- Law enforcement agencies, government authorities, or other third parties as required by law or to protect our legal rights

We may also share aggregated or de-identified information that does not personally identify you with third parties for any lawful purpose.

4. **Cookies and Similar Technologies**

We use cookies and similar technologies to collect information about your use of the Website. Cookies are small data files that are stored on your device when you visit the Website. They allow us to recognize your device, customize your experience on the Website, and analyze how you use the Website.

You can control the use of cookies through your browser settings. However, disabling cookies may limit your ability to use certain features of the Website.

5. **Data Security**

We take reasonable measures to protect your personal information from unauthorized access, use, and disclosure.

BioSpectrum Asia's privacy policy outlines their commitment to complying with major data protection regulations, including the General Data Protection Regulation (GDPR) of the European Union, the California Consumer Privacy Act (CCPA) of the United States, and China's Personal Information Protection Law (PIPL).

General Data Protection Regulation (GDPR): The GDPR is a comprehensive data protection law in the European Union that governs the collection, processing, and storage of personal data of EU citizens. It grants individuals rights over their personal data and imposes obligations on organizations to ensure data protection and privacy.

California Consumer Privacy Act (CCPA): The CCPA is a state-level privacy law in California, USA, that provides residents with rights regarding their personal information, including the right to know what personal data is collected, the right to delete personal data, and the right to opt-out of the sale of personal data.

China's Personal Information Protection Law (PIPL): The PIPL is China's first comprehensive data privacy law, effective from November 1, 2021. It regulates the processing of personal information of individuals within China and has extraterritorial applicability, meaning it can apply to organizations outside China that process the personal information of individuals located in China. The PIPL emphasizes principles such as transparency, purpose limitation, data minimization, accuracy, security, and accountability.

By adhering to these regulations, BioSpectrum Asia demonstrates its commitment to protecting user data and ensuring compliance with international data protection standards.

6. **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time by posting a new version on the Website. We encourage you to review this Privacy Policy periodically to stay informed about our data practices.

7. **Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at

communications@biospectrumasia.com

communications@mmactiv.com.