

Privacy policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from zarbeco.com (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information".

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons", "tags", and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers, debit card numbers, email address, and phone number. We refer to this information as "Order Information".

ZARBECO, LLC, and any Zarbeco affiliated or related companies, collects different types of information to provide products and services to our dealers, distributors and customers for ZARBECO, LLC microscopes and other products, including:

Customer Account: This includes information you provide to create your account, purchase our products, receive a price quote, respond to surveys, membership/advertising/exhibitor/sponsor contracts, e-newsletter subscription forms, professional certification or credits for education, awards programs, volunteer participation, requests for technical support, and requests to be placed on distribution lists. The information may include contact data, billing and payment information, demographic data, a password, phone number, and a valid email address.

Registration Data: This includes information you provide to create your account, or attend webinars, or online technical support. The information may also include contact data, billing and payment information, demographic data, a password, phone number, and a valid email address.

Service Data (including Session and Usage Data):

When you use our products and services, ZARBECO, LLC receives information generated through the purchase and/or use of the products and services, either entered by you or others who use the products and services with you. ZARBECO, LLC may also collect usage and log data about how the products and services are accessed and used, including information about the device you are using the products and services on, IP addresses, location information, language settings, and what operating system you are using.

Third Party Data: We may receive information about you from other sources, including publicly available databases or third parties from whom we have purchased data. This data may be combined with information we already have about you to help us update, expand and analyze our records, identify new prospects for marketing, and provide products and services that may be of interest to you.

Scope: This Privacy policy is effective with respect to any data that we have collected, or collect, about and/or from you, according to our Standard Terms and Conditions of Sale (found on our website).

Location Information: We collect your location-based information for the purposes of providing

and supporting ZARBECO, LLC products and services.

Device Information: When you use our products and services, we automatically collect information on the type of device you use and its operating system version.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

ZARBECO, LLC may use the data we collect as necessary to (a) provide and maintain the services and products we offer; (b) address and respond to customer support issues; (c) as required by law; (d) fulfill our contracts; (e) improve and enhance products and services, (f) to provide information to representatives and advisors including attorneys and accountants to comply with legal, accounting or security requirements.

Some specific examples of how we use the information:

- Create and maintain your account
- Mail literature and email e-newsletters
- Send you an order confirmation or contract
- Payment processing
- Mail and email marketing communications
- Respond to customer inquiries
- Conduct research and analysis
- Market services of our third-party business partners

ZARBECO, LLC may use the data we collect to contact you about relevant products and services based upon legitimate interest. “Legitimate interests” means the interests of ZARBECO, LLC in conducting and managing our organization, and in serving our industry. For example, we have a legitimate interest in processing your personal data to analyze how our websites, products and services are being used by you, and to ensure network and information security, as described in this Privacy Policy. When we process your personal data for our legitimate interests, we make sure to consider and balance any potential impact on you, and your rights under data protection laws. Our legitimate interests do not automatically override your interests. We will not use your personal data for activities where our interests are overridden by the impact on you, unless we have your consent or those activities are otherwise required or permitted to by law

ZARBECO, LLC will retain your information as long as your account with us is active, to comply with our legal obligations, to resolve disputes, to provide you with product updates, and to enforce our agreements. If you wish to cancel your account, stop receiving services, or inactivate or remove personal information about you from our database, please contact us at privacy@zarbeco.com

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

ZARBECO, LLC is continuously improving its websites and products through the use of various third-party website analytic tools. They help us understand how visitors use our websites, desktop tools, and mobile applications, what they like and dislike, and where they may encounter issues. While we maintain ownership of this data, we do not share this type of data about individual users with third parties.

Geolocation and Other Data:

We or our third party partners may utilize precise Geolocation data, but only if you specifically opt-in to the collection of that data in connection with a particular service. We also use information such as IP addresses to determine the general geographic location areas of our visitors. The web beacons used in conjunction with these web analytics tools may gather data such as which browser or operating system a person uses, domain names, MIME types, and what content, products and services are reviewed or downloaded when visiting or registering for services at our website or using one of our mobile applications.

Google Analytics:

We use Google Analytics as described in “How Google uses data when you use our partners’ sites or apps.” You may prevent your data from being used by Google Analytics on websites by installing the Google Analytics opt-out browser add-on. We also employ IP address masking, a technique used to truncate IP addresses collected by Google Analytics and store them in an abbreviated form to prevent them from being traced back to individual users. Portions of our website may also use Google Analytics for display advertisers including DoubleClick or Dynamic Remarketing, which provide interest-based ads based on your visit to this or other websites. You may use Ads Settings to manage the Google ads you see and opt-out of interest-based ads.

Tracking Technologies:

ZARBECO, LLC and its third party partners use cookies and similar tracking technologies to track user traffic patterns and hold certain registration information. Tracking technologies such as beacons, tags and scripts, are also used to collect and track information and to improve and analyze our service. The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You may still review the website if you choose to set your browser to refuse all cookies; however, you must enable cookies to establish an account and to install the services. At this time, ZARBECO, LLC does not recognize automated browser signals regarding tracking, including "do-not-track" signals.

Examples of Cookies we or our third party providers use:

Cookie Type Purpose Description

Session Cookies We or our third party providers use these cookies to operate our websites. Some cookies are essential for the operation of ZARBECO, LLC websites. If a user chooses to disable these cookies, the user will not be able to access all of the content and features.

Preference Cookies We or our third party providers use these cookies to remember your preferences. When you register on a ZARBECO, LLC website, we or our third party providers use cookies to store unique, randomly assigned user IDs that we generate for administrative purposes. These cookies enable you to enter the ZARBECO, LLC sites without having to log on each time.

Advertising Cookies We or our third party providers use these cookies to serve you with product recommendations or advertisements that may be relevant to you and your interests. We or our third party providers use cookies to make advertising more engaging to users, provide product recommendations, as well as to assist in reporting on marketing program performance and analytics.

Security Cookies We or our third party providers use these cookies for general security purposes and user authentication. We or our third party providers use security cookies to authenticate users, prevent the fraudulent use of log-in credentials, and protect user data from access by unauthorized parties.

Our third party service providers may also use cookies and log files, pixels and web beacons as part of their providing services to us. You can also read about their privacy policies on their websites. These third party providers include: Shopify (and their related providers), MailChimp,

Facebook, Google, Gmail, Gsuite, FedEx, UPS, USPS, DHL, LinkedIn, Quickbooks (Intuit), Apple App Store, Vimeo, Stamped, and YouTube.

Mobile Analytics:

We use mobile analytics software to allow us to better understand the functionality of our mobile software on your phone. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We do not link the information we store within the analytics software to any personally identifiable information you submit within the mobile application.

Social Media:

Our sites include social media features, such as Facebook, Google, Instagram and LinkedIn “share” buttons. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. These services will also authenticate your identity and provide you the option to share certain personal information with us, such as your name and email address, to pre-populate our sign-up form or provide feedback. Your interactions with these features are governed by the privacy policy of the company providing them.

Information Sharing

Ensuring your privacy is important to us. ZARBECO, LLC does not sell its lists or share your personal information with third parties except as described in this privacy policy. We may share your personal information as needed for legal purposes. Third-party service providers have access to personal information only as needed to perform their functions and must process the personal information in accordance with this Privacy Policy. If Zarbeco, LLC transfers personal data covered by this privacy policy to a third party, Zarbeco takes reasonable steps to ensure that each third party transferee processes personal data transferred in a manner consistent with Zarbeco’s obligations.

Examples of information we may share with third-party service providers:

- Fulfilling orders – Fed Ex, UPS, USPS, DHL, Shopify, Stamped, Apple App Store
- Payment processing – Paypal, Authorize.net, Shopify, Square
- Verifying accuracy and updating contact information – MailChimp
- Sending marketing communications – MailChimp, Stamped
- Sending customer communications – MailChimp, Gmail, Gsuite, Hostwinds, Stamped
- Conducting research and analysis – Survey Monkey, Microsoft 365
- Display content based upon your interests – MailChimp, Shopify, Vimeo, Youtube
- Processing event registrations – Zoom and GoToMeeting/GoToWebinar
- Security info, marketing, customer service, manual production with various Vendors
- Promotion, resale of our products, and OEM products: various resellers/dealers/distributors

Examples of how we may disclose data for legal reasons include:

- As part of a merger, sale of company assets, financing or acquisition of all or a portion of our business by another company, where customer information will be one of the transferred assets.
- As required by law, for example, to comply with a valid subpoena or other legal process; when we believe in good faith that disclosure is necessary to protect our rights, or to protect your safety (or the safety of others); to investigate fraud; or to respond to a government request.

We may also disclose your personal information to any third party with your prior consent.

Communications

ZARBECO, LLC may need to communicate with you for a variety of reasons, including:

- Responding to your questions and requests. If you contact us with a problem or question, we will use your information to respond.
- Sending you administrative emails and messages about products you have purchased or other

relevant business information. We may contact you to inform you about changes in our products, our product offerings, and important service related notices, such as billing or security notices. These emails and messages are considered a necessary part of the services, and you may not opt-out of them.

- Sending emails about new products or other news about ZARBECO, LLC that we think you'd like to hear about, either from us or from our business partners. You may always opt out of these types of messages at any time by clicking the unsubscribe link at the bottom of each communication.
- Conducting surveys. We may use the information gathered in the surveys to enhance and personalize our products, services, and websites.
- Offering sales incentives, which allow you to utilize email, text, or URL links that you may share with friends or colleagues.

Accessing Your Data

Our customers may always review, update or change personal information from within their accounts. ZARBECO, LLC will also, when you request, provide you with information about whether we hold, or process on behalf of a third party, any of your personal information. Please contact us here if you need assistance in reviewing your information. ZARBECO, LLC will respond to your access request to review the information we have on file for you within a reasonable time.

We may transfer personal information to companies that help us provide our services, and when we do, these transfers to subsequent third parties are covered by appropriate transfer agreements. We will retain personal data we process on behalf of our customers as needed to provide services to our customers. Also, we will retain this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

ZARBECO, LLC is headquartered in the United States of America and maintains a global infrastructure. Information that we collect and maintain may be transferred to, or controlled and processed in, the United States and/or other countries around the world. When you provide us with information, or use our website(s) and services, you consent to this transfer. We will protect the privacy and security of personal information we collect in accordance with this privacy policy, regardless of where it is processed or stored.

Security/Your Agreement

ZARBECO, LLC follows generally accepted standards to protect the personal information submitted to us, both during transmission and once it is received; however, no security measure is perfect. We recommend safeguarding your password, as it is one of the easiest ways you can manage the security of your own account - remember that if you lose control over your password, you may lose control over your personal information.

In order to use www.zarbeco.com, you must:

1. be at least eighteen (18) years old and able to enter into contracts;
2. complete the registration process;
3. agree to the Terms; and
4. provide true, complete, and up to date contact information.

By using www.zarbeco.com, you represent and warrant that you meet all the requirements listed above, and that you won't use www.zarbeco.com in a way that violates any laws or regulations. (Representing and warranting is like making a legally enforceable promise.) www.zarbeco.com may refuse service, close accounts of any users, and change eligibility requirements at any time. In the event of a security breach that may affect you, we'll notify you of the breach and provide a description of what happened.

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Shopify to power our online store--you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>.

We also use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>

- Google: <https://www.google.com/settings/ads/anonymous>

- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

ZARBECO, LLC may update this Privacy Policy to reflect changes to our information practices. By using our website, or signing up for email or mail contacts, you consent to our privacy policy. If we make any material changes we will provide notice on this website, and we may notify you by email (sent to the email address specified in your account). We encourage you to periodically review this page for the latest information on our privacy practices. If you continue to use ZARBECO, LLC products and services after those changes are in effect, you agree to the revised policy.

MINORS

The Site is not intended for individuals under the age of 18.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at privacy@zarbeco.com or by mail using the details provided below:

Zarbeco, LLC

Re: Privacy Compliance Officer

Zarbeco, LLC, 52 Main Street, STE #1, Succasunna NJ 07876, United States

Phone: (973) 933-2043

Email: privacy@zarbeco.com