



1997 - 2017

## **DATA PROTECTION POLICY**

This policy to ensure that we:

- \* Comply with data protection law and follow good practice
- \* Protect the rights of staff, customers and partners
- \* Are open about how data is stored and processed
- \* Protect ourselves from a data breach

### **INTERNET**

Reproline medical GmbH owns and manages several web domains. We aim to follow these rules:

1. Reproline medical GmbH may send "cookies" to your computer. Cookies are fragments of data sent through the web server and stored in your hard drive. Cookies can't read the files stored in your computer, nor can they gather information. The purpose of cookies are just to monitor the traffic on the site, so we know which pages you have visited or customized, making it easier for you to download the information the next time you look at our pages.
2. We have a contact form on our web sites intended for e-mails and occasional product announcements and to assist you. We use that information for a couple of reasons:
  - to tell you about stuff you've asked us to tell you about
  - to contact you if we need to obtain or provide additional information
  - to check our records are right and to check every now

We don't rent or trade email lists with other organizations and businesses.

You are entitled to view, amend, or delete the personal information that we hold. Email your request to [info@reproline-ivf.de](mailto:info@reproline-ivf.de) and we will respond quickly.



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## ADDRESS LISTS

We will only keep the following private data:

- \* Your Name
  - \* Your business addresses and company name
  - \* In some cases we might have the name of a previous employer saved
  - \* Your phone number – specifically your business phone numbers shared in a business context
  - \* Your business email addresses
  - \* Copies of emails and meeting notes shared in a business context.
- We are obliged to do this.

How do we determine if we can keep your data?

Expressed Permission: is when an individual has opted-in or specifically requested to get your emails. Some examples of this are:

- \* Anyone who goes through an opt-in or confirmed opt-in process
- \* Someone who signs up to receive our emails from your web pages
- \* People who sign up using a form with the specific purpose of being added to a mailing list or to seek details about our products
- \* Details provided to one of our employees in the course of a business interaction
- \* Details when you contact us, seek employment at our company, visit us or have made contact with us in other ways

Implied Permission: happens through a client or customer relationship. For example, we assume that we receive implicit permission through:

- \* The exchange of business cards
- \* A verbal request
- \* Exchange of email or written correspondence

We do not purchase mailing lists, directories, trade show attendee lists, e.t.c.



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## DATA STORAGE

We maintain a Customer Relationship Management (CRM) system and accountancy software that stores the personal data mentioned above. This only exists on our computers and servers and is never shared outside our organization. Inside the company the data is protected behind a password which we change periodically. Only employees of our company have access to this data. It will not be copied or sold. We also keep emails in email client software. We are required by law to store emails for up to 10 years as they contain business correspondence that may be needed by our tax authorities or might be needed as evidence in the unlikely event of a legal dispute. Likewise we may do keep a limited number of names, phone numbers and occasionally email addresses on our business cell phones. We have found that some client like to communicate via WhatsApp, and Skype so that some details will be stored there as well. We do not use Facebook for any business related activities so there is no data stored there.

### Your right to check our data about you.

If you inform us that you want your personal data erased or that you no longer wish for us to communicate with you for marketing purposes, or to otherwise restrict Reproline medical GmbH processing of your personal data, we may retain some basic information in order to avoid sending you unwanted materials in the future.

**Our sole interest in any personal data is in providing customer services, sales and technical services and sharing information about OUR services and capabilities. We are not in the business of providing these services to individuals. As business activities are conducted between people, we will keep only those details in our systems that are necessary to carry out those activities. We will never contact those people listed in our systems for any other purpose and we will keep the data we have secure.**

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