



# PRIVACY POLICY

This Privacy Notice informs you of important information about how Panacea processes the personal data that we collect in online and offline formats through the Services.

By accessing or using the Services, you consent to our collection, use and disclosure of your information (including your personal data) in accordance with this Privacy Policy.

When we use the term **“Services”** we mean to refer collectively to:

- The provision of medical technology and related services to our customers including technical support (**“Customer Services”**);
- The websites owned and controlled by us that link to this Privacy Notice (**“Sites”**); and
- Interactions with prospective customers and marketing and business development activities, including events we host, social media properties we operate, and emails that we send (**“Marketing Activities”**).

When we use the term “personal data” we mean data that reasonably can be used to identify a person, or that reasonably relates to a person.

## HOW WE COLLECT AND USE PERSONAL DATA

We collect and process personal data of different individuals through the provision of the Services. These individuals include our customers, prospective customers and others who may be interested in our products and services, visitors to our offices, visitors to our websites, vendors, and other individuals.

We collect the following personal data in the context of providing Customer Services and Marketing Activities:

- Names
- Email address
- Contact information
- Organization name
- The products you are interested in

Our legal bases for processing personal data in connection with Customer Services and Marketing Activities are:

- To comply with legal obligations and professional responsibilities;
- To perform contracts;
- To pursue our legitimate interests of:
  - ensuring that we deliver the best possible service to our customers,
  - keeping individuals informed of developments in our technology, products, and services,
  - business development and general marketing, and
  - ensuring we build and maintain a good working relationship with you;
- We make it clear to you in advance that we are relying on your consent (for example, when you sign up to our mailing list).



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## ADDITIONAL USES OF PERSONAL DATA

In addition to the uses described above, we may use your personal data for the following purposes. Some of these uses may, under certain circumstances, be based on your consent, may be necessary to fulfil our contractual commitments to you, are necessary to serve our legitimate interests in the following business operations, or to comply with our legal obligations:

- Operating our business and administering the services;
- Contacting you to respond to your requests or inquiries;
- Processing and completing your transactions including, as applicable, order confirmation and delivering products or services;
- Providing you with articles, announcements, event invitations, webinars, training, seminar and other information that we believe may be of interest to you;
- Providing you with relevant alerts and newsletters by e-mail to improve our marketing activities.
- Providing you with marketing information, and other information that is tailored to your interests;
- Conducting research, surveys, and similar inquiries to help us understand trends and customer needs;
- Analysing your interactions with us, and improving our products, services, programs, and other offerings;
- Preventing, investigating, or providing notice of fraud, unlawful or criminal activity, or unauthorized access to or use of Personal Information, our website or data systems; or to meet legal obligations; and
- Enforcing our Terms of Use and other agreements.

## HOW WE SHARE AND DISCLOSE PERSONAL DATA

We share personal data with the following categories of recipients.

**Authorized Distributors:** In some regions, we sell our products through distributors rather than directly to buyers. In these regions, we may disclose personal data in order to provide the Services, complete transactions, address product deliver and warranties.

**Other Legal Reasons:** In addition, we may use or disclose your personal data as we deem necessary or appropriate:

- (1) under applicable law, including laws outside your country of residence;
- (2) to respond to requests from public and government authorities including public and government authorities outside your country of residence;
- (3) to pursue available remedies or limit damages we may sustain;
- (4) to protect our operations
- (5) to protect the rights, privacy, safety or property of Panacea, customer and others; and
- (6) to enforce our terms and conditions.



# PRIVACY POLICY

## Security

*Panacea takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction. However, please be advised that when information is transmitted over the internet, it cannot be guaranteed to be completely secure.*

## UPDATES TO THIS PRIVACY NOTICE

Panacea may change its Privacy Notice from time to time, and at Panacea's sole discretion. Panacea encourages visitors to frequently check this page for any changes to its Privacy Notice.

## HOW TO CONTACT US

If you have any queries, questions or concerns about this Privacy Notice or our personal data handling practices, please contact us at [contact@panaceamedical.com](mailto:contact@panaceamedical.com)