

PRIVACY POLICY

Last updated November 18, 2022

1. Overview

Probewell Lab Inc. ("Probewell Lab Inc.", "we", or "us") knows that you value your privacy. This privacy policy explains the information we collect through the website available via probewell.com and its subdomains as well as through other Optimizely-managed websites or pages where this privacy policy is posted or linked (collectively, the "Sites"). This policy also describes the information collected from or on behalf of end users of our software-as-a-service products (the "Probewell Connect").

By accessing this web site, you are agreeing to be bound by these website [Terms and Conditions of Use](#), all applicable laws and regulations, and agree that you are responsible for compliance with any applicable local laws. If you do not agree with any of these terms, you are prohibited from using or accessing this site.

2. Information we collect

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Sensitive Information. We do not process sensitive information.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

In Short: Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Services.

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

In Short: We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Notice.

a. Personal identifiable information

- We only ask for personal information if it's needed to provide a service.
- When you request to ask an expert:
 - We may collect your first name, last name, email, company name, country, state, phone number and product or application description.
 - This submitted information will be saved in our database.
 - This submitted information will be used for identification.
 - We will use this submitted information to contact you and answer your questions.
- When you request a quote:
 - We may collect your first name, last name, email, company name, country, state, phone number and product or application description.
 - This submitted information will be saved in our database.
 - This submitted information will be used for identification.
 - We will use this submitted information to contact you and answer your questions.
- When you ask for information:
 - We may collect your first name, last name, email, company name, country, state, phone number and product or application description.
 - This submitted information will be saved in our database.
 - This submitted information will be used for identification.
 - We will use this submitted information to contact you and provide the needed information.
- When you contact us via 'contact us' form:
 - We may collect your first name, last name, email, company name, country, phone number and message.
 - This submitted information will be saved in our database.
 - This submitted information will be used for identification.
 - We will use this submitted information to contact you.
- When you request to download 'Case Study, tutorial, training, demo, Webinar':
 - We may collect your first name, last name, email and phone number.
 - This submitted information will be saved in our database.
 - This submitted information will be used for identification.
- When you request to join our careers:
 - We may ask for your resume and email.
 - This submitted information will be saved in our database.
 - This submitted information will be used for identification.
 - We will use this submitted information to contact you.
- When you register on our site you subscribe to our newsletter:
 - We collect your name (only when provided) and your email address.
 - This submitted information will be saved in our database and in Zoho CRM (the application we use to send our newsletters emails and campaign).
 - We will use this submitted information to contact you and to send our newsletters emails, campaign and offers.
- When you browse our site, we may record your actions via hotjar, so we can improve your experience on our site.
- We may save your submitted information via our site in our account on Zoho CRM (the application we use to analyze your data).
- We can't be held responsible for the protection and privacy of any info readers provide while on any hyperlink to another site.
- The information that we are collecting from you is our responsibility to protect it.
- **We don't sell your data.**
- **We don't share your information with any organization.**

If you think that we are holding incorrect or incomplete info, please contact us via: info@probewell.com and we promise to correct any info found to be incorrect.

b. Non-personal identifiable information

Probewell also gathers information through the automated system set up to accumulate analytic information that will help benefit the progress of services, advertising and effectiveness of Probewell. Such information consists of; your operating system, ISP (Internet Service Provider), URL information, IP (Internet protocol) Address and browser type, all of which cannot be used to identify you personally.

c. Links to third party websites

Probewell may link to websites, products and services operated by third parties. Probewell is not responsible for and does not endorse or accept any responsibility for the availability, contents, products, services or use of any Third Party Website, any website accessed from a Third Party Site, or any changes or updates to such sites. These linked websites are only for your convenience and therefore you access them at your own risk. You acknowledge that you bear all risks associated with access to and use of content provided on a Third Party Site and agree that Probewell and associated companies are not responsible for any loss or damage of any sort you may incur from dealing with a third party. You should contact the website administrator for the applicable Third-Party Site if you have any concerns regarding such links or the content located on any such Third-Party Site.

d. Your Consent

By using this site, you consent to our collection and use of your personal information as described in this Privacy Policy. If we change our privacy policies and procedures, we will post those changes on this site to keep you aware of what information we collect, how we use it, and under what circumstances we may disclose it.

3. Disclosure of Information

Probewell will not disclose any information we keep unless there may be reason to and only then will we share sensitive information with third parties under certain circumstances, should we believe that access, use, preservation, or disclosure is necessary and some of these reason may include;

- The need to comply with appropriate law, any regulations and or legal processes that require us to do so;
- The need to enforce the appropriate Terms of Service or other accordance's and policies related to Probewell;
- The need to prevent, detect or otherwise address fraud, security, or technical issues;
- The need to protect against imminent threats that could otherwise upset the rights, intellectual property, or safety of Probewell Lab Inc., its users, or the public as required or permitted by law.

4. Site Security

a. What we do to secure this site and your information.

There are several ways we protect you and the information you provide but due to the natural hierarchy of the internet, our guarantee cannot be certain that any information stored on our servers, or transmitted to or from a user, will be free from unauthorized access or intrusion by others, such as hackers. By using this Site, you acknowledge that you understand and agree to assume these risks.

We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input. Regardless of these measures, no system connected to the Internet or data transmission sent over the Internet can be guaranteed to be 100% secure. We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of personally identifiable customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.

In the unlikely event of an unauthorized security breach of your personal information in our possession or that control may have been compromised, we will provide notice if we become aware of any security breach that may affect any sensitive personal information pertaining to you that we have stored on our systems.

b. What you should do to secure your information and prevent threat.

It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when you finish using a shared computer. You are solely responsible for the information and other content you submit to, or post on or through, this Site, including without limitation to our blog(s). You understand that personal and other information (e.g., user name, email address, phone number) that you post on or through this Site (e.g., blog[s], chat rooms, bulletin boards) as well as your general communications with this Site are generally accessible to, and may be collected and used by, others and may result in unsolicited messages or other contact from others. Users of this Site are encouraged to exercise caution when providing personal information about themselves.

If you contact us by email, you should be aware that your transmission might not be secure. A third party could view information you send by these methods in transit.

You may be able to create an account on this Site with a username and password. If so, you are responsible for maintaining the strict confidentiality of your account password, and you shall be responsible for any access to or use of the Site by you or any person or entity using your password, whether or not such access or use has been authorized by or on behalf of you, and whether or not such person or entity is your employee or agent. You agree to (a) immediately notify us of any unauthorized use of your password or account or any other breach of security, and (b) ensure that you exit from your account at the end of each session. It is your sole responsibility to control the dissemination and use of your password, control access to and use of your account, and notify us when you desire to cancel your account on this Site. We will not be responsible or liable for any loss or damage arising from your failure to comply with this provision. **We will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.**

If you have any questions or comments regarding our privacy practices, you may contact us at via info@probewell.com.

5. Cookies

In today's market and with many other websites, Probewell may use "cookies" to keep, and sometimes track, information about you. Cookies are small data files that are sent to your browser or related software from a web server and stored on your computer's hard drive. Cookies track where you travel on our Site and what you look at and purchase. They may store the information for example in your username and/or password. A cookie may enable us to relate your use of our Site to other information about you, including your Personal Information. All these purposes serve to improve and personalize your experience on our Site. Cookies contain information that can later be read by a web server that issued the cookie to you or that, in some cases, can be read by a third-party domain.

Most web browsers can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. Additionally, if you have a Flash player installed on your computer, your Flash player can be set to reject or delete Flash cookies. However, refusing a cookie may, in some cases, preclude you from using, or negatively impact, the display or function of the Site or certain areas or features of the Site.

Our cookies track information about your use of 'Probewell' so that we can provide a seamless and more personalized experience for you, for the following purposes:

- identify user preferences
- to help identify visitors
- assess usage patterns
- control the display of ads
- gather demographic information
- analyze traffic and usage patterns
- deliver editorial content

If you do not wish to have Probewell place and use cookies on your computer or device, you should set your browser preferences to refuse cookies before viewing Imagine Publishing's websites. Probewell is not responsible for any failure by you or your browser to accurately implement or communicate your browser preferences or settings.

If you choose to decline cookies, you may not be able to register, sign in or use other interactive elements of Probewell websites that depend on cookies.

a. Third party cookies

Our websites sometimes embed photos, videos and other content from third-party websites such as flickr and 500px. These pages may present cookies from these websites. Similarly, when you use one of the Like or Tweet buttons on our websites, a cookie may be set by the service you have chosen to share content through. We do not control the distribution of these cookies. You should check the relevant third-party website for more information about these.

6. Embedded Content

Articles, our forum, and blogs on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

7. Newsletters & Emails

We will only send you emails which you have signed up to receive, or which pertain to the services we provided to you.

To send you emails, we use the name and email address you provide us. This website can send emails through the Zoho sending service. This service allows us to track opens and clicks on our emails. We use this information to improve the content of our newsletters.

No identifiable information is otherwise tracked outside this website except for the email address.

8. Changes to This Privacy Policy

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to provide our services to you.

9. Google Analytics

We use Google Analytics to track visitors on this site.

Google Analytics uses cookies to collect this data.

In order to be compliant with the new regulation Google included a data processing amendment.

The data we collect will be processed anonymously and "Data sharing" is disabled.

We don't use other Google services in combination with Google Analytics cookies.

<https://policies.google.com/privacy>

10. Questions and Contact Information

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information to contact us via info@probewell.com.