

Online Privacy Policy

HemoCue[®] Privacy Statement

HemoCue[®] and its wholly-owned subsidiaries, is committed to protecting the privacy of your personal information and we want you to feel as comfortable as possible visiting our web site and using its services. HemoCue[®] takes this responsibility very seriously.

The HemoCue[®] Online Privacy Policy describes what information we collect online, how we protect it and what choices you have about how that information is used. HemoCue[®] urges you to read this Online Privacy Policy carefully so that you will understand both our commitment to you and your privacy, and how you can participate in that commitment. Should you have any questions about this policy or our privacy practices, please send an email to info@hemocue.se or contact us at HemoCue AB, Box 1201, SE-262 23 Ängelholm, Sweden.

What Personal Information Does HemoCue[®] Collect

HemoCue[®] will collect information that identifies you ("personal information") online only when you voluntarily provide it to us through our site. For example, when you choose to register on our site, we may ask you to provide some personal information, such as your first and last name, mailing address, telephone number and/or e-mail address. We also may collect information that will allow you to establish a username and password. In addition, we may collect information that you voluntarily provide to us through responses to questionnaires, such as customer satisfaction surveys.

How HemoCue[®] Uses Personal Information Collected Online

A) Internal Uses

Within HemoCue[®] we may use your personal information (1) to provide you with the services and products you request, (2) to assist with your questions about our services, products, or use of our web site and (3) to evaluate our services and products and to conduct customer surveys.

HemoCue[®] may also use your information with your consent, to send you information that may be of interest to you.



Privacy Choices

When you register online, you may be given the option of receiving periodic informational/promotional mail or email from HemoCue®. You choose whether or not to receive correspondence when you provide this information or by changing your preferences within your registration profile at any time.

B) Disclosure of Personal Information to Third Parties

HemoCue® will not give, sell, rent, loan or otherwise disclose any personal information to any third party, unless (1) you have authorized us to do so, (2) we are legally required to do so, for example, in response to a subpoena, court order or other legal process, and/or (3) it is necessary to do so in order to protect and defend the rights or property of this web site.

HemoCue® may share aggregate, non-personal information about web site usage with unaffiliated third parties. This aggregate information does not contain any personal information about our users.

Collection, Use and Disclosure of Non-personal Information

Cookies

In order to provide better service, HemoCue® may use a "cookie." Cookies are small files that your web browser places on your computer's hard drive. HemoCue® may use cookies to let us know that you are a prior customer and to retrieve certain information previously provided by you. HemoCue® may also use cookies to keep track of information about your current "session" which will be discarded as soon as you log out or close your web browser. This information also allows us to statistically monitor how many people are using our site and for what purpose.

By using this website you accept the use of cookies by HemoCue® as described above. You can easily block or delete cookies through your Internet browser settings. Most browsers (e.g. Internet Explorer, Firefox, Chrome, etc.) allow users to manage cookies in accordance with their preferences.

How HemoCue® Protects Information Online

HemoCue® has procedures that limit employees and contractors' access to personal information. Only those employees and contractors with a business reason to know have access to such information. Employees at HemoCue® are educated about the importance of confidentiality and customer privacy through standard operating procedures, mandatory training programs, and internal policies on data privacy and corporate integrity. HemoCue® takes appropriate disciplinary measures to enforce employee privacy responsibilities.



Links to Other Sites

HemoCue[®] wants to provide users of our site with information, services and products that are valuable to them. Featured programs and other site content within the HemoCue[®] site may link our users to third party sites. HemoCue[®] does not control and is not responsible for the privacy policies or practices of any third-party site. If you link to third party sites from HemoCue[®], we encourage you to consult the privacy policy of each site you visit.

Your Consent

By using our web site, you consent to the collection, use and disclosure of information as described in this policy.

Changes to this Privacy Policy

HemoCue[®] may change this privacy policy from time to time; we will let you know that the policy has been changed by changing the effective date at the bottom of this page. HemoCue[®] will always let you know the information we collect, how it is used, and the circumstances under which such information may be disclosed.

Latest update: June 1, 2010