

LSI USA '26 Website Privacy Policy

Effective Date: June 26, 2025

1. Introduction and Scope

Life Science Intelligence ("LSI," "we," "us," "our") is committed to protecting your personally identifiable information ("personal data"). This Privacy Policy (the "Policy") outlines how we collect, use, disclose, and protect personal data specifically related to the **LSI USA '26 website** and our associated sales, marketing, and support activities for the event.

This Policy does NOT cover personal data collected or processed within any specific event application, registration system, or related tools used for managing attendees or event content after you register for the event. For information on data processed within those systems, please refer to the privacy policy provided at the point of registration or within the event platform itself.

2. Data Controller

In the context of this Policy, LSI acts as the **data controller** for the personal data we process through this website. This means we determine the purposes and means of processing your personal data.

3. Categories of Personal Data We Collect

When you interact with the LSI USA '26 website, we may collect the following categories of personal data:

- **Biographical Information:** Such as your first and last name.
- **Contact Information:** Including your phone number, email address, and mailing address.
- **Professional Information:** Such as your job title, company name, and industry.
- **Financial Information:** If you make a payment for registration or sponsorship on the website, this may include credit card details.
- **Communication Details:** Records of our interactions with you (e.g., inquiries, support requests).
- **Other Information You Provide:** Any additional personal data you choose to submit to us, for example, through contact forms or email.
- **Technical Data:** Automatically collected information like your IP address, browser type, device information, and website usage (pages visited, time spent).

4. How We Receive Your Personal Data

We collect your personal data through various means:

- **Directly From You:** When you visit our website, fill out a web form (e.g., to request information, apply to present/exhibit/sponsor, or register), subscribe to our newsletters, or contact us directly via phone or email.
- **From Third Parties:** We may receive referrals or information from partners. If we receive your personal data from a third party, we will notify you, where required by applicable laws, without undue delay.

5. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- **Contractual Necessity:** To perform our contractual obligations with you or to take steps at your request before entering into a contract (e.g., processing your event registration, demo request, or application).
- **Legitimate Interests:** To pursue our legitimate business interests, such as:
 - Marketing and promoting LSI USA '26 and related events to prospective and current customers.
 - Improving our website and services.
 - Managing customer relationships and providing support.
 - Analyzing website usage to enhance user experience.
- **Consent:** Where required by law, we may obtain your explicit consent for certain processing activities (e.g., for specific marketing communications). You have the right to withdraw your consent at any time.
- **Legal Obligation:** To comply with applicable laws, regulations, or legal processes.

Where we require certain personal data directly from you to provide our services, we will inform you. Without this required data, we may not be able to provide the requested services.

6. Purposes of Processing Your Personal Data

We process personal data for the following purposes:

- To process your event registrations, applications (to present, exhibit, or sponsor), and inquiries.
- To manage our relationships with prospective and current clients, speakers, exhibitors, and sponsors.
- To provide customer support and respond to your questions or requests.
- To track and process payments related to event participation.
- To improve the functionality and user experience of our website.
- To send you relevant marketing communications about LSI USA '26 and future LSI events or services, in accordance with your preferences and applicable laws.

- To analyze website traffic and usage patterns for internal reporting and optimization.

7. Use of Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website. Cookies are small text files stored on your computer or device that help improve navigation, analyze site usage, and personalize content.

- **How We Use Them:** We use cookies to remember your preferences, understand how you interact with our site, and for website performance measurement.
- **Controlling Cookies:** You can manage or delete cookies through your browser settings. For more information, please visit <https://www.aboutcookies.org/>.
- **"Do Not Track" Signals:** Our websites do not currently have the capability to respond to "Do Not Track" signals received from various web browsers.
- **Third-Party Collection:** We do not allow third parties to collect personally identifiable information about your online activities over time and across different websites when you use our website.

8. Data Retention

Personal data processed by us under this Policy is retained only for as long as necessary to fulfill the purposes for which it was collected, or as required by legal obligations. You may request us to delete your personal data at any time, subject to legal limitations.

9. Sharing Personal Data with Third Parties

We may share your personal data with trusted third-party service providers who assist us in operating our website and delivering our services. These third-party vendors provide services such as:

- Event registration and management platforms
- Customer relationship management (CRM) software
- Email marketing services
- Cloud infrastructure and web hosting
- Payment processing
- Website analytics and performance measurement
- Customer support and ticketing systems
- Digital performance monitoring and management

We require these third parties to maintain at least the same level of confidentiality and security for your personal data that we uphold. Where European Union or United Kingdom data protection laws are applicable, and if we transfer your personal data to countries outside of the EU/UK, we ensure such transfers are subject to appropriate safeguards (e.g., Standard Contractual Clauses) as required by law.

10. Other Disclosures of Your Personal Data

We may also disclose your personal data:

- To the extent required by law or if we have a good-faith belief that such disclosure is necessary to comply with official investigations or legal proceedings initiated by governmental and/or law enforcement officials, or private parties, including in response to subpoenas, search warrants, or court orders.
- In connection with a corporate merger, acquisition, consolidation, restructuring, sale of assets, or other company change, where all or a portion of our business interests or assets are transferred.
- To our subsidiaries or affiliates, but only if necessary for business and operational purposes consistent with this Policy.

We reserve the right to use, transfer, sell, and share aggregated, anonymous data, which does not include any personal data, about the users of our customers as a group for any legal business purpose, such as analyzing usage trends and seeking compatible advertisers, sponsors, clients, and customers.

Please be aware that if we are legally compelled to disclose your personal data for official investigations or legal proceedings, we may not be able to guarantee that such recipients will maintain the privacy or security of your personal data.

11. Data Security

LSI has implemented and will maintain technical, organizational, and physical security measures reasonably designed to help protect personal data from unauthorized processing, such as unauthorized access, disclosure, alteration, or destruction.

12. Your Data Rights

Depending on your location and applicable data protection laws (such as GDPR and CCPA), you may have the following rights regarding your personal data processed by us:

- **Right to Access:** Request access to the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete personal data.
- **Right to Erasure ("Right to be Forgotten"):** Request the deletion of your personal data.
- **Right to Restriction of Processing:** Request that we limit the processing of your personal data under certain conditions.
- **Right to Object:** Object to our processing of your personal data based on legitimate interests or for direct marketing.
- **Right to Data Portability:** Request a copy of your personal data in a structured, commonly used, machine-readable format.

- **Right to Opt-Out of Sale/Sharing (California Residents):** If applicable, you have the right to opt-out of the "sale" or "sharing" of your personal information as defined under California law. LSI does not sell or share your personal information to third parties for their direct marketing purposes without your explicit consent.
- **Right to Non-Discrimination:** You have the right not to be discriminated against for exercising your privacy rights.

To exercise any of these rights, where applicable, please contact us using the information provided in the "Contact Us" section below. We will respond to your request in accordance with applicable laws.

13. Children's Privacy

Our website and services are not designed for, and we do not knowingly collect personal data from, children under the age of 13. If you believe we may have inadvertently collected personal data from a child under 13, please contact us immediately using the information in the "Contact Us" section, and we will take steps to delete that information.

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. If we make any material changes, we will post the revised Policy on this web page and update the "Effective Date" above. We encourage you to review this Policy periodically.

15. EU and UK Representatives

If you are located in the European Union or the United Kingdom, LSI is committed to complying with the General Data Protection Regulation (GDPR) and the UK General Data Protection Regulation (UK GDPR) regarding the processing of your personal data.

For any inquiries related to your personal data, the exercise of your data protection rights (as outlined in Section 12), or questions about our data processing activities concerning EU or UK residents, please contact us directly using the information provided in the **"Contact Us" section (Section 17)** of this Privacy Policy. We are equipped to handle your requests and inquiries in accordance with applicable GDPR and UK GDPR requirements.

When transferring personal data from the European Union or the United Kingdom to the United States, LSI implements appropriate safeguards, such as Standard Contractual Clauses (SCCs), to ensure your personal data receives an adequate level of protection consistent with GDPR and UK GDPR standards.

16. Supervisory Authority Oversight

If you are a data subject whose personal data we process and you believe your rights have been violated, you may have the right to lodge a complaint with a data protection supervisory authority in one or more of the European Union member states or the United Kingdom.

17. Contact Us

If you have any questions about this Privacy Policy or our processing of your personal data, please contact us:

Email: lsi-support@quome.site

Please allow up to four weeks for us to reply.