

PRIVACY POLICY

Revibe values your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, store, and safeguard your information when you visit our website (“Site”), create an account, place an order, or otherwise interact with our services.

By using our Site, you acknowledge that you have read and understood this Privacy Policy.

1. Information We Collect

Information You Provide

We may collect personal information you voluntarily provide, including:

- Full name
- Email address
- Telephone number
- Billing and shipping addresses
- Company or research institution (if applicable)
- Payment information (processed securely by third-party payment providers)
- Account login credentials
- Purchase history and order information
- Customer support communications

Information Collected Automatically

When you visit our Site, certain information is collected automatically, including:

- IP address
- Approximate geographic location
- Browser type and version
- Operating system
- Device information
- Pages viewed
- Time spent on the Site
- Referral URLs
- Shopping activity
- Cookies and similar tracking technologies

2. How We Use Your Information

We use your information to:

- Process and fulfill orders
- Verify customer identity when necessary
- Provide order confirmations and shipping updates
- Respond to customer inquiries
- Improve our website, products, and services
- Detect and prevent fraud or unauthorized transactions
- Maintain website security
- Send marketing communications (only where permitted or with your consent)
- Comply with applicable legal and regulatory requirements

3. Cookies and Tracking Technologies

BioInfinity uses cookies, pixels, and similar technologies to improve website performance and enhance your shopping experience.

Cookies may be used to:

- Remember login information
- Save shopping cart contents
- Store customer preferences
- Analyze website traffic
- Measure advertising performance
- Improve website functionality
- Detect fraudulent activity and click fraud (including services such as ClickCease)

You may disable cookies through your browser settings; however, doing so may limit certain features or functionality of the Site.

4. How We Share Information

BioInfinity does not sell your personal information.

We may share information only with trusted third parties necessary to operate our business, including:

Payment Providers

To securely process payments.

Shipping Partners

To deliver orders and provide shipment tracking.

Technology Providers

Website hosting, analytics, email communications, fraud prevention, customer support, and security services.

Legal Compliance

When required by law, subpoena, court order, or governmental request, or when necessary to protect our legal rights, customers, or business.

Business Transactions

In connection with a merger, acquisition, financing, restructuring, or sale of company assets.

5. Payment Security

BioInfinity does not store your complete payment card information.

All payment transactions are securely processed through PCI-compliant third-party payment processors using industry-standard encryption technologies.

6. Data Security

We maintain commercially reasonable administrative, technical, and physical safeguards designed to protect your personal information, including:

- SSL/TLS encryption
- Secure payment processing
- Firewall protection
- Restricted employee access
- Regular security monitoring

While we strive to protect your information, no method of electronic transmission or storage is completely secure. Therefore, we cannot guarantee absolute security.

7. Your Privacy Rights

Depending on your location, applicable law may provide you with rights regarding your personal information.

These rights may include the ability to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Request a copy of your personal data
- Object to or restrict certain processing
- Withdraw marketing consent at any time
- Opt out of promotional communications

Marketing emails may also be unsubscribed from by clicking the “Unsubscribe” link included in each promotional email.

To exercise any privacy rights, contact us using the information provided below.

8. Data Retention

We retain personal information only for as long as reasonably necessary to:

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- Complete transactions
- Provide customer support
- Maintain business records
- Comply with tax, accounting, and legal obligations
- Resolve disputes
- Enforce our agreements

Order records may generally be retained for up to seven (7) years, or longer if required by applicable law.

9. Children's Privacy

BioInfinity products are intended exclusively for qualified adult researchers.

Our Site is not directed to individuals under 21 years of age, and we do not knowingly collect personal information from anyone under 21.

If we become aware that personal information has been submitted by an individual under 21, we will take reasonable steps to delete such information promptly.

10. Third-Party Websites

Our Site may contain links to third-party websites or services.

BioInfinity is not responsible for the privacy practices, content, or security of third-party websites. We encourage users to review the privacy policies of any external sites they visit.

11. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business practices, legal requirements, or technology.

Any revisions will become effective immediately upon posting the updated Privacy Policy on this page, together with a revised "Last Updated" date.

Your continued use of the Site after changes are posted constitutes acceptance of the revised Privacy Policy.

12. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your privacy rights, please contact us: info@my-revibe.com