

## Privacy Policy

**Last Updated: April 2022**

Electron Microscopy Sciences (hereinafter “EMS”, “we”, “us” and “our”) values your privacy. This Privacy Policy (“**Policy**”) applies to our website located at <https://www.emsdiasum.com> (the “**website**”) and to the information we collect to provide products to our customers. The purpose of this Policy is to provide you with information concerning how we collect, use, maintain, and share your personal information in accordance with applicable data protection laws.

This Privacy Policy is also accessible in PDF format at this link: [Click here](#)

### Information We Collect and Process

We may collect one or more of the following categories of personal information about our customers, visitors to our websites and users of any of our products when these individuals (i) visit our website; (ii) request additional information about our products; (iii) register for our services, purchase our products or become our business partners or customers; or (iv) otherwise interact with us (through our customer service department, for example). We may also receive information about you through our business partners from whom we may receive marketing mailing lists or other information about you or your company.

Category of Personal Information Collected	Examples	Sources of Personal Information	Business Purpose for Collection of Personal Information
<b>Identifiers</b>	Your name, company title, business postal address, business telephone number and mobile number, online identifier, Internet Protocol address, business e-mail address	Directly from you via our website, when you call or email us, when you purchase our products, through our business partners	To communicate with you, to provide products or services to you or your company, to market to you or your company
<b>Commercial information</b>	Purchase and transaction history	Directly from you or your company	To provide products or services to you or your company
<b>Internet, computer, or other similar network activity</b>	Browsing history, search history, information regarding interaction with a website or advertisement, email, or	Directly from you when you use our website	Information technology administration, work supervision, investigations, communications,

Category of Personal Information Collected	Examples	Sources of Personal Information	Business Purpose for Collection of Personal Information
	voicemail messages		compliance with company policies and procedures, legal issues/compliance
<b>Professional or employment-related information</b>	Your title and role within your company	Directly from you via our website, when you call or email us, when you purchase our products, or through our business partners	To communicate with you, to provide products or services to you or your company, to market to you or your company
<b>Inferences drawn from other personal information</b>	Information reflecting your preferences, including your web browsing preferences	Directly from you when you use our website, including through our use of cookies and website tracking applications	To understand and improve the provision of information and services through our website

We do not collect the following categories of personal information: protected characteristics under California or federal law, biometric data, geolocation data, sensory data, or non-public education information.

**Other Automatically Collected Information:** If you are a visitor to our website, our servers automatically collect limited information about your computer or device. This information may include the type of browser software you use, the operating system you are running, the IP address assigned to your computer or Internet connection, and the IP address of the website, if any, that referred you to our website. We use this information to understand how visitors navigate through our website, to enhance your experience while using our website, and to make the materials we post as valuable to visitors as possible.

Below are links to the cookie opt-out pages of common web browsers. If your web browser is not listed here, you should review your web browser terms to learn more about your cookie choices.

- [Google Chrome](#)

- [Apple Safari](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)

We process this personal information as necessary for us:

- To provide our products to our customers and information to visitors to our website;
- To fulfill our legitimate interests, including to manage our business operations;
- To take steps to prevent, detect or investigate crime, fraud, misconduct or any unlawful action or omission;
- To comply with policies and procedures under applicable regulations, guidelines or notices as well as our own policies and procedures;
- To inform you of our products, services and relevant news; and
- For other purposes with notice to you and with your consent where necessary.

### **Disclosures of Personal Information**

We do not sell, share, rent or trade personal information with third parties for their commercial or marketing purposes.

In order for us to provide our services, we may share your personal information with the following categories of recipients:

- Service Providers, including those who work to protect the security of our systems, who provide support for and enhancements to our website, or who support our business operations and our provision of services and products to you.
- Legal/Regulatory Authorities, including to respond to a subpoena or court order, judicial process, or regulatory inquiry; to defend against fraud, lawsuits, claims or other liabilities; and to prevent physical harm or financial loss in connection with any suspected or actual illegal activity.
- Business Transfers, including if we are involved in a merger, acquisition, or asset sale.

### **Retention of Personal Information**

We will only retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, regulatory, accounting, or reporting requirements.

### **Security of Personal Information**

The security of all personal information provided to us is important and we take reasonable steps designed to protect your personal information. We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information that we receive against accidental, unlawful, or unauthorized destruction, loss, alteration, access, disclosure or use.

## **Your Choices & Rights**

***Your Rights in the US and other Jurisdictions:*** EMS is located in the United States and all collection of personal information is through its US-based website or through customer interactions with our offices and employees in the United States. Any collection of personal information outside of the United States is incidental and shall be used and protected in accordance with United States data protection laws. Depending upon where you reside, including in a jurisdiction outside of the United States, certain choices and rights may be available to you under applicable data protection laws, including the right to request access to your personal information or to have your personal information deleted. If you have questions about what rights may apply to you, please contact us at [privacy@emsdiasum.com](mailto:privacy@emsdiasum.com)

***Cookies and Website Tracking Tools:*** For cookies and other data automatically collected via our website, it is possible to change your browser settings to block the automatic collection of certain information. Please note that disabling or removing cookies may prevent the services, or certain functionality on the services, from working correctly or at all.

***Do Not Track:*** Our website is not designed to respond to "do not track" requests from browsers.

***“Shine the Light” and “Eraser” Laws in California:*** Residents of the State of California may request a list of all third parties to which we have disclosed certain information during the preceding year for those third parties’ direct marketing purposes. We do not disclose personal data protected under the “Shine the Light” law to third parties for their own direct marketing purposes.

***For California Residents:*** The CCPA provides California residents and/or their authorized agents with specific rights regarding the collection and storage of their personal information, as follows:

***Your Right to Know:*** California residents have the right to request that we disclose the following information to you about our collection and use of your personal information over the past twelve (12) months. We may ask you to provide certain information to identify yourself so that we may compare it with our records in order to verify your request. Upon verification, we will disclose to you:

1. The categories of personal information we have collected about you.
2. The categories of sources for the personal information we have collected about you.
3. The specific pieces of personal information we have collected about you.
4. Our business or commercial purpose for collecting or selling your personal information.

5. The categories of third parties to whom we have sold or shared your personal information, if any, and the categories of personal information that we have shared with each third-party recipient.

*Your Right to Opt Out of Sale:* We do not sell personal information, including the personal information of any individuals under the age of 16.

*Your Right to Delete:* California residents have the right to request that we delete any of the personal information collected from you and retained by us, subject to certain exceptions. We may ask you to provide certain information to identify yourself so that we may compare it with our records in order to verify your request. Once your request is verified and we have determined that we are required to delete the requested personal information in accordance with the CCPA, we will delete, and direct our third-party service providers to delete, your personal information from their records. Your request to delete personal information that we have collected may be denied if we conclude it is necessary for us to retain such personal information under one or more of the exceptions listed in the CCPA.

*Non-Discrimination:* You will not receive any discriminatory treatment by us for the exercise of your privacy rights conferred by the CCPA.

*Verifying Your Request:* Only you, or a person that you authorize to act on your behalf, may make a request related to your personal information. In the case of access and deletion, your request must be verifiable before we can fulfill such request. Verifying your request will require you to provide sufficient information for us to reasonably verify that you are the person about whom we collected personal information or a person authorized to act on your behalf. We will only use the personal information that you have provided in a verifiable request in order to verify your request. We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority. Please note that we may charge a reasonable fee or refuse to act on a request if such request is excessive, repetitive or manifestly unfounded.

If you have questions about your rights, or if you would like to exercise any of the rights described in this section of the Policy, please contact us at [privacy@emsdiasum.com](mailto:privacy@emsdiasum.com) or as provided in the Contact Us section of this Policy.

### **Third-Party Links**

We may provide links to other websites or resources provided by third parties. These links are provided for your convenience only. We have no control over the contents of those websites or resources, and accept no responsibility for them or for any loss or damage that may arise from your use of them. If you decide to access any of the third-party links on the website, you do so entirely at your own risk and subject to the terms and conditions of those third party websites.

### **Children**

We do not knowingly collect personal information from children under the age of 13 through our website. If you are under 13, please do not give us any personal information. We encourage parents and legal guardians to monitor their children's internet usage and to help enforce our Policy by

instructing their children never to provide us personal information. If you have reason to believe that a child under the age of 13 has provided personal information to us, please contact us, and we will endeavor to delete that personal information from our databases.

### **Changes to this Privacy Policy**

This Privacy Policy is effective as of the date stated at the top of the Policy. We may change this Policy from time to time. By accessing and using the website after we notify you of such changes to this Policy, you are deemed to have accepted such changes. Please refer back to this Policy on a regular basis.

### **Contact Us**

If you have any questions regarding this Privacy Policy or our privacy practices, please contact us at [privacy@emsdiasum.com](mailto:privacy@emsdiasum.com)

You may also write to us at the following address:

P.O. Box 550  
1560 Industry Road  
Hatfield, PA 19440

Or call us toll-free:  
800-523-5874