

PRIVACY POLICY

Effective Date: February 2026

Website: hitebio.com

1. Introduction

PyrOjas Inc. (“PyrOjas,” “Company,” “we,” “us,” or “our”) is committed to protecting the privacy and security of your personal information. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website hitebio.com (the “Website”), make purchases, create an account, or otherwise interact with our services.

This Privacy Policy applies to all information collected through our Website, including any related services, sales, marketing, or events (collectively, the “Services”). By accessing or using our Services, you signify that you have read, understood, and agree to our collection, storage, use, and disclosure of your personal information as described in this Privacy Policy and our Terms of Service.

Our Products are designated For Research Use Only (“RUO”). They are not intended for use in diagnostic, therapeutic, or clinical procedures in humans or animals. This designation may affect how we handle certain categories of data.

2. Information We Collect

2.1 Information You Provide Directly

We collect information that you voluntarily provide when using our Services, including:

Account Information

Name	First and last name for account identification
Email Address	Primary contact and account login
Password	Stored in encrypted/hashed form only
Organization	Company, institution, or laboratory affiliation
Title/Role	Job title or academic position
Phone Number	Optional contact information

Order and Transaction Information

Billing Address	Required for payment processing and invoicing
Shipping Address	Delivery destination for products

Payment Information	Credit card details processed by our payment processor (e.g., Stripe); we do not store full card numbers
Purchase History	Record of orders, invoices, and transaction details

Communications

Inquiries	Messages submitted through contact forms or email
Support Requests	Technical support communications and ticket history
Feedback	Product reviews, survey responses, and testimonials

2.2 Information Collected Automatically

When you access our Website, we may automatically collect certain information, including:

- Device information (browser type, operating system, device identifiers)
- IP address and approximate geographic location
- Pages viewed, links clicked, and browsing patterns on our Website
- Referring URL and search terms used to find our Website
- Date, time, and duration of your visits
- Cookie identifiers and similar tracking technologies (see Section 7)

2.3 Information from Third Parties

We may receive information about you from third parties, including:

- Payment processors (transaction confirmation and fraud detection data)
- Shipping carriers (delivery status and address verification)
- Analytics providers (aggregated usage data)
- Publicly available academic and institutional databases

3. How We Use Your Information

3.1 To Provide and Manage Our Services

- Process and fulfill your orders, including shipping and delivery
- Create and manage your account
- Process payments and prevent fraudulent transactions
- Provide customer support and respond to inquiries
- Send order confirmations, shipping notifications, and transactional emails
- Verify academic or institutional affiliation

3.2 To Improve Our Services

- Analyze website usage to optimize user experience
- Identify and fix technical issues and errors
- Develop new products, features, and services
- Conduct research and analytics to understand user needs

3.3 For Marketing and Communications

- Send promotional emails about new products, special offers, and events (with your consent where required)
- Personalize content based on your interests and purchase history
- Conduct surveys and collect feedback

3.4 For Legal and Security Purposes

- Comply with applicable laws, regulations, and legal processes
- Protect against fraudulent, unauthorized, or illegal activity
- Enforce our Terms of Service and other agreements
- Protect the rights, property, and safety of PyrOjas, our users, and the public
- Respond to lawful requests from public and government authorities

3.5 Legal Bases for Processing (GDPR)

For users in the European Economic Area (EEA), United Kingdom, or other jurisdictions requiring a legal basis, we process personal data based on:

- Contract Performance: Processing necessary to fulfill our contractual obligations to you
- Legitimate Interests: Processing necessary for our legitimate business interests, provided they do not override your rights
- Consent: Processing based on your explicit consent, which you may withdraw at any time
- Legal Obligation: Processing necessary to comply with applicable laws

4. How We Share Your Information

We do not sell, rent, or trade your personal information. We may share your information with the following categories of recipients:

4.1 Service Providers

We share information with third-party vendors who perform services on our behalf, including payment processing (e.g., Stripe), shipping and fulfillment, email delivery, website hosting, analytics, and customer support tools. These providers are contractually obligated to use your information only to perform the services we request and in compliance with this Privacy Policy.

4.2 Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court, government agency, or regulatory body), or if we believe in good

faith that disclosure is necessary to protect our rights, your safety, or the safety of others, investigate fraud, or respond to a government request.

4.3 Business Transfers

In the event of a merger, acquisition, reorganization, bankruptcy, or sale of all or a portion of our assets, your personal information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our Website of any change in ownership.

4.4 With Your Consent

We may share your information for purposes not described in this Privacy Policy with your explicit consent.

5. Data Security

We implement reasonable technical, administrative, and physical security measures designed to protect your personal information from unauthorized access, use, alteration, or destruction. These measures include encryption of data in transit (TLS/SSL), secure storage practices, access controls, and regular security assessments.

HOWEVER, NO METHOD OF TRANSMISSION OVER THE INTERNET OR ELECTRONIC STORAGE IS 100% SECURE. WHILE WE STRIVE TO USE COMMERCIALY REASONABLE MEANS TO PROTECT YOUR PERSONAL INFORMATION, WE CANNOT GUARANTEE ITS ABSOLUTE SECURITY. YOU ACKNOWLEDGE THAT YOU PROVIDE YOUR PERSONAL INFORMATION AT YOUR OWN RISK.

6. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law. Specific retention periods include:

- Account information: Retained for the duration of your account and for up to 3 years after account closure for legal compliance
- Transaction records: Retained for 7 years as required by tax and financial regulations
- Marketing data: Retained until you opt out or withdraw consent
- Analytics data: Retained in aggregated, anonymized form indefinitely
- Communications: Retained for 3 years after last interaction

7. Cookies and Tracking Technologies

7.1 Types of Cookies We Use

Cookie Type	Purpose	Duration
Essential	Required for website functionality, cart, authentication	Session / up to 1 year

Analytics	Track usage patterns, page views, and site performance	Up to 2 years
Functional	Remember preferences and settings	Up to 1 year
Marketing	Deliver relevant content and measure ad effectiveness	Up to 2 years

7.2 Managing Cookies

You can control and manage cookies through your browser settings. Most browsers allow you to refuse, delete, or disable cookies. Please note that disabling certain cookies may affect the functionality of our Website. You may also opt out of certain analytics and advertising cookies through industry opt-out mechanisms.

8. International Data Transfers

Our servers and service providers are primarily located in the United States. If you access our Website from outside the United States, your information may be transferred to, stored, and processed in the United States or other jurisdictions where our service providers operate. These jurisdictions may have data protection laws that differ from those in your country.

For transfers from the EEA, UK, or Switzerland, we rely on appropriate legal mechanisms including Standard Contractual Clauses (SCCs) approved by the European Commission, and other safeguards as required by applicable law. By using our Services, you consent to the transfer of your information as described in this section.

9. Your Privacy Rights

9.1 General Rights

Depending on your jurisdiction, you may have the following rights regarding your personal information:

- **Right to Access:** Request a copy of the personal information we hold about you
- **Right to Rectification:** Request correction of inaccurate or incomplete personal information
- **Right to Deletion:** Request deletion of your personal information, subject to certain legal exceptions
- **Right to Restriction:** Request that we restrict processing of your personal information
- **Right to Data Portability:** Receive your personal information in a structured, machine-readable format
- **Right to Object:** Object to processing of your personal information for certain purposes
- **Right to Withdraw Consent:** Withdraw previously given consent at any time
- **Right to Opt-Out of Marketing:** Unsubscribe from marketing communications at any time

9.2 California Residents (CCPA/CPRA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA), including the right to know what personal information we collect, the right to request deletion, the right to opt-out of the sale or sharing of personal information (we do not sell your personal information), and the right to non-discrimination for exercising your privacy rights.

9.3 European Residents (GDPR)

If you are a resident of the EEA or UK, you have additional rights under the General Data Protection Regulation (GDPR) and the UK GDPR, including the right to lodge a complaint with your local data protection authority.

9.4 Exercising Your Rights

To exercise any of the above rights, please contact us at privacy@hitebio.com. We will respond to your request within 30 days (or such shorter period as required by applicable law). We may request verification of your identity before processing your request.

10. Children's Privacy

Our Website and Services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected personal information from a child under 18, we will take steps to delete such information promptly. If you believe a child has provided us with personal information, please contact us at support@hitebio.com.

11. Third-Party Links and Services

Our Website may contain links to third-party websites, services, or applications that are not operated by us. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third-party sites or services. We strongly advise you to review the privacy policy of every site you visit. Our inclusion of links to third-party sites does not imply endorsement of those sites or their content.

12. Do Not Track Signals

Some browsers transmit "Do Not Track" (DNT) signals. Our Website does not currently respond to DNT signals. However, you can manage your cookie and tracking preferences as described in Section 7 above.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. Any changes will be effective immediately upon posting the revised Privacy Policy on our Website with an updated "Effective Date." We encourage you to review this Privacy Policy periodically. Your continued use of our Services after any modifications constitutes your acceptance of the updated Privacy Policy.

For material changes, we will provide notice through a prominent announcement on our Website or via email to the address associated with your account.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Company	PyrOjas Inc.
Address	45-18 Court Square W, Floor 6, Long Island City, NY 11101
Privacy Email	support@hitebio.com
General Email	support@hitebio.com
Website	hitebio.com

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