

PRIVACY POLICY & TERMS OF USE

THE FIFTH BUSINESS is committed to protecting and respecting user privacy. This Privacy Policy explains how THE FIFTH BUSINESS collects, uses and shares user personal data when you use The Fifth Business DNA Databases Platform under the terms of this agreement. By using this Software, you consent to the terms of use and practices outlined in this policy.

Information Collected

The Fifth Business may collect several types of information to provide and improve the Software, including Personal Identification Information (name, email address and contact information as accounts are created), DNA data that is uploaded for analysis or database storage, including genetic sequences and other related genetic information, usage data, or cookies and Tracking technology.

Usage of Information

The collected information may be used:

To provide, maintain and improve the Software

To process DNA data and deliver requested reports, analyses, or results.

To communicate with users regarding account updates, software features, and support.

To monitor and analyze usage patterns and trends to enhance The Fifth Business services.

To ensure compliance with legal obligations and protect The Fifth Business rights.

Sharing of Information

The Fifth Business will not share data, including DNA data, with third parties except in the following circumstances:

Service Providers: The Fifth Business may share data with third-party service providers who assist in operating and improving the Software, such as cloud storage providers, data analytics companies, and email services. These service providers are contractually bound to maintain the confidentiality of your data.

Legal Compliance: The Fifth Business may disclose your information if required to do so by law, court order, or governmental request, or to protect the rights, property, and safety of its users, or the public.

Business Transfers: In the event of a merger, acquisition, or asset sale, your information may be transferred as part of the transaction. The Fifth Business will notify you via email or a prominent notice in the Software if your data is transferred.

Security of Information

The Fifth Business implements reasonable administrative, technical, and physical security measures to protect personal and DNA database data. However, no method of transmission over the internet or method of electronic storage is 100% secure.

User Rights and Choices

Depending on your location and applicable laws, users may have the following rights regarding personal and DNA data:

Access and Correction: You may request to access or correct any personal information The Fifth Business holds about users.

Data Deletion: You can request the deletion of personal or DNA data, subject to certain legal restrictions.

Opt-out of Communications: You can opt-out of receiving marketing communications from The Fifth Business by following the unsubscribe instructions in the emails received.

Withdraw Consent: If you have provided consent for the processing of user data, you may withdraw it at any time, though it may affect the ability to use certain features of the Software.

Data Retention

We will retain your personal and DNA data for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. If Users delete the account, The Fifth Business may retain certain information for audit, legal, or business purposes.

Privacy Policy Updates

This policy may be updated from time to time. The Fifth Business will notify you however, you are encouraged to periodically review this Privacy Policy.