

## Privacy Notice

HPLC Inc., HPLC 2020-San Diego Symposium and HPLC 2020-San Diego symposium management (Barr Enterprises) respect the privacy of its visitors to its website at [hplc2020-usa.org](http://hplc2020-usa.org). We strongly believe that if electronic commerce and online activities are to flourish, consumers must be assured that information provided online is used responsibly and appropriately. To protect online privacy, we have implemented the following policy.

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### Who We Are

We are HPLC Inc., sponsor of the HPLC 2020-San Diego Symposium which is the longest running, most recognized international conference in the world of separations organized by expert scientists for practitioners, researchers, vendors and newcomers. References in this policy to “the Symposium”, “HPLC 2020”, “HPLC 2020-San Diego”, “we”, “us” or “our” are to HPLC Inc. and the HPLC 2020-San Diego Symposium. Our registered address is in care of Barr Enterprises, P.O. Box 279, Walkersville, MD 21793, USA. Below you will find information on how we use your personal data, for which purposes your personal data is used, with whom it is shared and what control and information rights you may have.

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### What Information Do We Collect?

We collect information that users provide through registration, abstract submission, sign up for updates, etc. on our website for some services and through our users' use of the website or services. This collection of data may include “Personal Information” such as name, postal address, email address, phone, fax number, age, job title, affiliation or organization. This can also include inquiries made to the website and/or content you share on the website. We also use the information collected to improve our products and services and to provide customized content to you. The types of personal information that we collect directly from you depend on the content and features you use and may include:

**When you register or submit an abstract:** By registering and/or submitting an abstract, you agree that we may send you emails and other communications regarding information specific to our Service(s) or other opportunities we may provide. Co-author data is entered by the submitting author who is responsible for obtaining the consent of the co-authors to have their personal data included in conference material and where they may be sent announcements or other communications we feel may be of interest or contacted for abstract verification and/or other communications.

**Other Individuals:** Authors, reviewers, and other individuals who participate in our reviews and organizational processes are asked to provide personal information, which may include your name, postal address, email address, phone, fax number, age, job title, affiliation or organization. This information is used to contact you as part of the review and organizational processes. Occasionally, we may use your personal information to send you announcements or other communications that we feel may be of interest to you.

**Cookies:** We do not collect any personal information from users browsing our website. Users to the public areas of our website browse anonymously. Only aggregate data -- such as the number of hits per page -- are collected. Aggregate data are only used for internal and marketing purposes and do not provide any personally identifying information.

**Publicly Available Information:** We might obtain information about you that is publicly available or from third parties. Any access that we may have to such information that is publicly available or from a third-party is in accordance with the privacy notice and authorization procedures determined by the third party.

## How Do You Use My Data?

We may use your information for any lawful business purpose, including, but not limited to, corresponding with you, providing announcements, offering or furnishing products and services, publication orders, personalizing the types of information you receive from us, developing content and functionality that helps us better serve your needs, improving the services we provide and engaging in advertising and marketing activities.

In addition, here are some examples of the ways in which we may use information:

- To respond to your questions;
- To confirm your participation in the event,
- To confirm or fulfill purchase and/or registration and abstract requests;
- To provide to you the services, subscriptions, or information you requested;
- To send you information about third party services through pop-ups, banners and emails;
- To target advertising and marketing communication to your interests and geographic location;
- To contact you regarding activities, news, or other resources and to advise you of products or services that may be available;
- To display content that we think may be of interest to you;
- To notify you about website maintenance, updates, and new features;
- To maintain archival records of your participation for historical and research purposes, subject to retention limits imposed by applicable laws;
- To comply with applicable laws, rules, or regulations;
- To render, administer, and improve the website, our services, and our business; and
- To provide you with relevant special offers, promotions, other information related to similar upcoming events that may be of interest to you, services and products of ours, our affiliates and non-affiliated third parties such as societies and sponsors.

We may use the information collected from you to improve our products and services and to provide customized content to you. Additionally, for some emails sent in HTML format by us to its lists for electronic newsletters, we may collect specific information regarding what the recipient does with that email. For those emails, we may search whether a recipient subsequently clicks through to links provided in the emails. Other information collected through this tracking feature includes: email address of a user, the date and time of the user's "click", tracking URL number and destination page. This information is not sold or distributed in any other manner.

**When you register and/or submit an abstract:** When you register to attend or are the author or co-author of an abstract, we will use your personal information to process your registration, to process your abstract, for abstract verification, to provide you with registration and/or abstract information, to inform you of updates, announcements or other communications that we feel may be of interest to you, etc. The details we collect from you may include personal information such as name, postal address, email address, phone, fax number, age, job title, affiliation or organization, individual demographic data and abstract and/or payment details. We need to use your personal information in this way to complete the registration or abstract submission.

We provide a delegate list to the organizations and other individuals who attend our events. We do this because our events provide a useful networking opportunity, and we have a legitimate interest in wanting to help build and develop the scientific community. You can object to us using your information in this way by contacting us using the information provided at the time of registration.

### **Annual Conference Exhibitors, Sponsors, Partners**

Our events are sponsored in part by exhibitors, sponsors, and media and organizational partners. We may provide an attendee list to sponsors, exhibitors and partners of our events. This attendee list may contain name, postal address, email address, phone, fax number, job title, affiliation or organization. In the event an attendee badge may contain a bar code, the attendee may agree to voluntarily have their badge scanned by an exhibitor, sponsor, etc. at the annual conference. By agreeing to have their badge scanned, an attendee is voluntarily sharing their information with an exhibitor, sponsor, etc. which includes their email address connected to their HPLC 2020-San Diego profile. If an attendee does not wish to share their information with an exhibitor, sponsor, etc., they may decline to have their badge scanned.

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### **Children's Guidelines:**

We are committed to protecting the privacy of children. The website and services, including event mobile services, are designed and intended for use by adults at least 18 years of age. We do not collect personally identifiable information from any person we know is under the age of 18.

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### **Links to Other Websites**

Our website contains links to other websites. If you follow a link to any of these websites, please note that you have left our website and these websites have their own privacy policies. We do not accept any responsibility or liability for these policies or websites. We encourage you to review the privacy statements of websites you choose to visit from our site so that you understand how those websites collect, use, and share your information before you submit any personal information to these websites. We are not responsible for the privacy statements or other content on websites outside our own website.

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### **Where Is My Data Stored?**

We are committed to doing all that we can to keep your data secure. We have set up systems and processes to prevent unauthorized access or disclosure of your data. You should bear in mind that submission of information over the internet is never entirely secure. We cannot guarantee the security of information you submit via our website whilst it is in transit over the internet and any such submission is at your own risk.

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### **Data Retention / Opt-Out**

We do not keep your personal information for longer than necessary for the purposes for which we collected it. However, we may keep your information for a longer period for historical, statistical or scientific purposes with the appropriate safeguards in place. If you tell us that you no longer wish to receive marketing communications from us, we promise to stop sending them to you. If you wish to opt-out of future emails, please contact [ellen@barrconferences.com](mailto:ellen@barrconferences.com).

## How to Contact Us

Please contact us with any questions regarding this Privacy Policy or the processing of your Personal Information at [ellen@barrconferences.com](mailto:ellen@barrconferences.com) or the mailing address below.

Mailing Address:  
HPLC 2020/Barr Enterprises  
P.O. Box 279  
Walkersville, MD 21793, USA

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## Changes to our Privacy Policy?

Any changes we make to our Privacy Policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our Privacy Policy.

⇒ [Back to HPLC2020-USA.org](https://www.hplc2020-usa.org)