

Privacy Policy
<i>Welcome to FUJIFILM</i>
We at FUJIFILM are pleased that you are visiting our website and thank you for your interest in our company, products and services. It is important to us that your privacy is protected whilst using our website. We collect, process and use personal data on our website under www.fujifilmcellmatrix.com in accordance with the applicable data protection laws, including in particular the General Data Protection Regulation (EU) 2016/679 (GDPR).
Controller
The data controller in relation to any personal data that is collected through this website is Fujifilm Manufacturing Europe B.V., Oudenstaart 1, 5047 TK The Netherlands ("FUJIFILM"). Phone: +31-13-579 1911 Email: cellmatrix_eu@fujifilm.com Managing Director / Managing Board: Peter Struik For further information please see our "Legal Notice".
Collection and processing of personal data
In principle you can visit and use our website without telling us who you are. We do not require any registration. Without further information from you we only collect and process certain technical information, including the name of your Internet Service Provider, the webpage from which you came to us and the pages that you visit on our website. This information is only used for purposes of provision of our website. This data is also analyzed for statistical purposes, whereby you remain anonymous as an individual user.
We process your personal data based on your consent, for the performance of a contract or as necessary for the purposes of our legitimate interests, including for responding to your enquiries and to customize and improve our web offerings, products and services in accordance with your preferences (Art. 6 (1) (a), (b) and (f) GDPR).
Personal data is only collected if you provide us with this information, e.g. in order to register for personalized services, and only processed and used for the provision of these personalized services, or in order to process your enquiries.
Furthermore, in connection with the personalized services we are entitled to process and use your data for advertising and market research purposes or for personalized provision of services if you have given your consent. If you give your consent the information accessed by you whilst visiting our websites can be stored in a user profile in order to be able to offer you information specifically personalized for you (e.g. in the form of a newsletter or other marketing communication). You can withdraw your consent at any time with effect for the future.

If you use personalized services we will use your personal data required for the provision the services for the duration of your registration and thereafter for as long as required or permitted under applicable laws. We share your data with affiliated Fujifilm companies if this is necessary to respond to your enquiries or if necessary for the provision of the services. We may forward enquiries regarding our products and services also to a distributor that is responsible for the relevant product or service category and region.

Use of cookies, webtools and social media plug-ins

Various web tools (analysis programmes and social media services) have been integrated into our website that use “cookies”. Cookies are text files that are sent by a web server to the user’s browser in order to store information on the user’s PC via the browser that is being used, for example the user’s current IP address and information about the user. The next time the web server is accessed, the applicable data regarding the user is transmitted from the Cookie file. You can deactivate the use of cookies via your browser settings at any time. Please note, however, if you do not accept cookies, you may not be able to use certain or all features of our website.

Web statistics tools, Targeting

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses so-called cookies, i.e. text files that are stored on your computer and that allow an analysis of the way you use our website. The information generated by the cookie is usually transmitted to a Google server in the USA and stored there. Google complies with the EU-US Privacy Shield Agreement and is registered with the US Department of Commerce's ES-US Privacy Shield Program (for details and individual registrations go to www.privacyshield.gov). However, if IP anonymisation is activated on this website, your IP address will be truncated by Google beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. Google uses this information on our behalf to evaluate the use of our website by you, to compile reports on the website activities and to provide other services related to the website and internet usage to us.

Please note that we use the code "ga('set', 'anonymizelp', true);" to ensure the anonymous collection of IP addresses (so-called IP masking). As a result, IP addresses are processed in shortened form, which means that direct personal reference can be excluded.

You can deactivate the use of cookies via your browser settings at any time. Please note, however, if you do not accept cookies, you may not be able to use certain or all features of our website. Furthermore, you can prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) as well as the processing of such data by Google by downloading and installing the browser plug-in available under the following link <http://tools.google.com/dlpage/gaoptout>.

For more information about privacy in connection with Google Analytics, please visit: <http://www.google.com/intl/en/analytics/privacyoverview.html>.

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By using our website, you agree to the processing of the data collected about you by Google and the manner described above, the data processing and the stated purpose. You can deactivate the use of cookies via your browser settings at any time. Furthermore you can choose the settings of commonly used browsers so that you are informed about the setting of cookies and individually decide on their acceptance, or exclude the acceptance of cookies for specific cases or in general. Please note, however, if you do not accept cookies, you may not be able to use certain or all features of our website. Furthermore, you can prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) as well as the processing of such data by downloading and installing the browser plug-in available under the DoubleClick Deactivation Extension link (<https://support.google.com/ads/answer/7395996?hl=en>). Alternatively, you can opt out of DoubleClick cookies via Advertising Settings on Google (<https://adssettings.google.com>) or on the Digital Advertising Alliance website (<http://www.youronlinechoices.com>).

Data Security

FUJIFILM takes adequate technical and organizational security measures in order to protect your personal data from being misused and to prevent the loss of your data. Your personal data is saved in a secure operating environment that is not accessible to the public. All personal data provided by you in the course of registration or use of personalized services will be transferred in encrypted form in order to prevent misuse of the data by any third party.

Transfer, export and processing of the data outside the EU/EEA

Other than described herein, no transfer will take place to third parties outside the Fujifilm Group. Personal data of users of our website from outside the EU/EEA can be transferred to affiliates of FUJIFILM or distributors outside EU/EEA that are responsible for the relevant product or service category and region.

External links

Our website can contain links to other websites. Please be aware that FUJIFILM is not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave one of our websites and to read the privacy statements of each and every website that collects personal data. This privacy policy applies solely to information collected by our websites.

Further information and contacts, information, corrections, blocking and deletion.

You can contact our Data protection / Compliance office using the following contact information:

Fujifilm Manufacturing Europe B.V.
Attn. Data protection / Compliance officer
Oudenstaart 1, 5047 TK Tilburg

Email: cellmatrix_eu@fujifilm.com

You have the right to request from us access to and rectification or erasure of personal data or to restrict processing of your personal data or to object to such processing as well as exercising your right to data portability in accordance with the GDPR and applicable laws. Please contact the address given above by email or by mail.

You have the right to lodge a complaint with a competent supervisory authority in accordance with the GDPR and applicable laws if you consider that the processing of personal data relating to you infringes the GDPR. For this purpose, you can contact in particular the supervisory authority in the EU Member State of your habitual residence or the place of the alleged infringement.

FUJIFILM reserves the right to change, amend, or update this privacy policy. If we do decide to change our privacy policy, we will post the revised privacy policy. On return visits to our site, please remember to review the privacy policy for any changes, since continued use of our site after any posted revision indicates your consent to our use your information in accordance with the changed, amended, or updated privacy policy.