

PRIVACY POLICY

Policy version: 4th September 2026

1 INTRODUCTION

This Privacy Policy is provided by Eterna Regeneratives Ltd (Company Number 15881321) being a company incorporated in England with registered office address at 5 Brayford Square, London, England, E1 0SG (**Company, we, our, or us**) for use of the services provided by us from time to time, including research and scientific collaboration, product development partnerships, commercial partnerships, the development or provision of custom applications, and any related support services including our Website: <https://eternaregeneratives.co> (**Services**).

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on how and why we collect, store, use and share any information relating to you (your **personal data**).

It also explains your rights in relation to your personal data and how to contact us or the relevant regulator in the event you have a complaint. Our collection, storage, use and sharing of your personal data is regulated by law, including under the UK General Data Protection Regulation (**UK GDPR**).

We are the controller of personal data obtained via the Services, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

2 WHAT THIS POLICY APPLIES TO

This privacy policy applies to visitors to our website and to individuals who interact with us in connection with potential or existing research, scientific, product development, commercial or other business partnerships.

The Services may link to or rely on other apps, websites, APIs or services owned and operated by us or by certain trusted third parties to enable us to provide you with Services. These other apps, websites, APIs or services may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other apps, websites or services, please consult their privacy policies as appropriate. For more information see the section '**Who we share your personal data with**' below.

3 PERSONAL DATA WE COLLECT ABOUT YOU

The personal data we collect about you depends on the particular activities carried out through the Services. We will collect and use the following personal data about you:

Category of data	In more detail
Where you interact with us on behalf of an organisation	Organisation name, first and last name, business email address, designation (role), and details of our communications and business relationship with you.
Other data the Services collects automatically when you use it	Information about how the Services are used, such as pages viewed, visit numbers, referral sources, device and browser information, and the date and time of visits. This information is used for aggregated analytics and statistical purposes and is not used to identify you
Data collected when you make an enquiry with us or contact us	Your first and last name, organisation name, business email address, designation (role) and message

If you do not provide personal data we ask for where it is required, it may prevent us from providing the Services to you.

We collect and use this personal data for the purposes described in the section '**How and why we use your personal data**' below.

4 **HOW YOUR PERSONAL DATA IS COLLECTED**

We collect personal data from you directly when you contact us directly or reach out to us via social media, make submissions via the Services, or indirectly, such as your activity while using the Services.

We use cookies and similar technologies which collect personal information about you, provided you have consented to our use of such cookies. You can find out about the cookies we use on our Website in our cookies policy here. You can consent or reject to cookies, and update your consents, at any time via our Website.

5 **HOW AND WHY WE USE YOUR PERSONAL DATA**

Under data protection law, we can only use your personal data if we have a proper reason, e.g.:

- (i) where you have given consent
- (ii) to comply with our legal and regulatory obligations
- (iii) for the performance of a contract with you or to take steps at your request before entering into a contract, or
- (iv) for our legitimate interests or those of a third party

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own. You can obtain details of this assessment by contacting us (see '**How to contact us**' below).

The table below explains what we use your personal data for and why.

What we use your personal data for	Our reasons
Providing services and/or the functionalities of the Services to you	To perform our contract with you or to take steps at your request before entering into a contract (in this case, the contract means the Terms and Conditions which apply to the Services)
To enforce legal rights or defend or undertake legal proceedings	Depending on the circumstances: ● to comply with our legal and regulatory obligations ● in other cases, for our legitimate interests or those of a third party, i.e. to protect our business, interests and rights or those of others
Communications with you not related to marketing, including about changes to our terms or policies or changes to the Services or service or other important notices	Depending on the circumstances: ● to comply with our legal and regulatory obligations ● in other cases, for our legitimate interests or those of a third party, i.e., to provide the best service to you

What we use your personal data for	Our reasons
Protect the security of systems and data	To comply with our legal and regulatory obligations we may also use your personal data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests or those of a third party, i.e., to protect systems and data and to prevent and detect criminal activity that could be damaging for you and/or us
Operational reasons, such as improving efficiency, training, and quality control or to provide support to you	For our legitimate interests or those of a third party, i.e., to be as efficient as we can so we can deliver the best service to you
Statistical analysis to help us manage our business, e.g., in relation to our performance, customer base, Website and functionalities and offerings or other efficiency measures	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service to you and improve and develop our Website
Updating and enhancing user records	Depending on the circumstances: ● to perform our contract with you or to take steps at your request before entering into a contract (in this case, the contract means the Terms and Conditions which apply to the Services) ● to comply with our legal and regulatory obligations ● where neither of the above apply, for our legitimate interests or those of a third party, e.g. making sure that we can keep in touch with our partners about our Services, maintaining and managing our relationships with existing and prospective partners, collaborations and business activities, and developing and growing our business relationships
To comply with our legal and regulatory obligations	Depending on the circumstances: ● to perform our contract with you or to take steps at your request before entering into a contract (in this case, the contract means the Terms and Conditions which apply to the Services) ● to comply with our legal and regulatory obligations where neither of the above apply, for our legitimate interests or those of a third party, for e.g. protecting our legal rights and interests, establishing, exercising or defending legal claims, maintaining appropriate business and compliance records, and managing legal, regulatory and compliance risks

What we use your personal data for	Our reasons
To share your personal data with members of our group and third parties in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency. In such cases information will be anonymised where possible and only shared where necessary	Depending on the circumstances: ● to comply with our legal and regulatory obligations ● in other cases, for our legitimate interests or those of a third party, i.e., to protect, realise or grow the value in our business and assets

See **‘Who we share your personal data with’** for further information on the steps we will take to protect your personal data where we need to share it with others.

6 **MARKETING**

We may send you marketing emails to inform you of our services including new products and technology.

We will only send you marketing emails where you have consented to receive them, or where we are otherwise permitted to do so by applicable law, including where you were given the opportunity to opt out when you provided your details and did not do so.

You will have the right to opt out of receiving marketing communications at any time by:

- contacting us at info@eternaregen.com
- using the ‘unsubscribe’ link included in all marketing emails you may receive from us

We will always treat your personal data with the utmost respect and never sell or share it with other organisations for marketing purposes.

For more information on your right to object at any time to your personal data being used for marketing purposes, see **‘Your rights’** below.

7 **WHO WE SHARE YOUR PERSONAL DATA WITH**

Your personal data may be shared with third-party service providers who we use to help us run our business or provide the services or functionalities in the Services, including web hosting providers and providers of website.

We use the following processors to process your personal data as part of our Services:

- Netlify, Inc.: Website hosting and website analytics services and will process your personal data in accordance with its privacy policy [here](#).

We only allow service providers to handle your personal data if we are satisfied they take appropriate measures to protect your personal data. We also impose contractual obligations on service providers to ensure they can only use your personal data to provide services to us and to you.

We or the third parties mentioned above may occasionally also need to share your personal data with:

- external auditors, e.g. in relation to the audit of our accounts and our company —the recipient of the information will be bound by confidentiality obligations

- professional advisors (such as lawyers and other advisors)—the recipient of the information will be bound by confidentiality obligations
- law enforcement agencies, courts or tribunals and regulatory bodies to comply with legal and regulatory obligations
- other parties in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency—usually, information will be anonymised but this may not always be possible, however, the recipient of the information will be bound by confidentiality obligations

If you would like more information about who we share our data with and why, please contact us (see ‘**How to contact us**’ below).

Except as stated above, we will not share your personal data with any other third party.

8 **HOW LONG YOUR PERSONAL DATA WILL BE KEPT**

We will keep your personal data for as long as we reasonably consider it relevant for maintaining our existing or prospective business, professional or industry relationship with you. We will periodically review the personal data we hold and will delete or anonymise it when it is no longer reasonably required for these purposes. We may retain personal data for longer where required by law or where reasonably necessary for the establishment, exercise or defence of legal claims.

9 **TRANSFERRING YOUR PERSONAL DATA OUT OF THE UK**

We may transfer, store or otherwise process your personal data outside the United Kingdom, including in the United States and Canada. In particular, we use Netlify, Inc. a US-based website hosting and analytics provider. In connection with our use of Netlify, personal data may be transferred to or processed in the United States. Netlify also processes limited technical personal data for analytics purposes, including IP addresses and user-agent information for e.g. browser type and version, operating system and device type or platform.

Where we transfer personal data outside the UK, we will comply with applicable UK data protection laws and take appropriate steps to ensure that your personal data continues to receive an appropriate level of protection.

Where a transfer constitutes a restricted transfer under UK data protection law, we will ensure that an appropriate transfer mechanism is in place. This may include where:

- The EEA or another country or territory is covered by UK adequacy regulations: we may rely on the applicable UK adequacy regulations permitting personal data to be transferred to that country or territory without additional transfer safeguards.
- Personal data is transferred to the United States: where the recipient is eligible and maintains an active certification under the UK Extension to the EU–US Data Privacy Framework, we may rely on that adequacy mechanism. Netlify, Inc. currently participates in the UK Extension to the EU–US Data Privacy Framework. Where the UK Extension or another applicable adequacy regulation is not available, we may rely on appropriate safeguards permitted under UK data protection law, including the UK International Data Transfer Agreement (IDTA) or the UK Addendum to the European Commission’s Standard Contractual Clauses, together with any additional measures required by applicable law.
- Personal data is transferred to any other country not covered by applicable UK adequacy regulations: we will put in place an appropriate safeguard permitted under UK data protection law or, where permitted, rely on another lawful transfer mechanism or applicable exception.

If a transfer mechanism on which we rely ceases to be available or valid, we will not continue the relevant restricted transfer unless and until we are able to rely on another lawful transfer mechanism, safeguard or exception permitted under applicable UK data protection law.

YOUR RIGHTS

You generally have the following rights, which you can usually exercise free of charge. For more information regarding these rights, please visit the ICO website [here](#).

Access to a copy of your personal data	The right to be provided with a copy of your personal data.
Correction (also known as rectification)	The right to require us to correct any mistakes in your personal data.
Erasure (also known as the right to be forgotten)	The right to require us to delete your personal data—in certain situations.
Restriction of use	The right to require us to restrict use of your personal data in certain circumstances, e.g. if you contest the accuracy of the data.
Data portability	The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations.
To object to use	The right to object: - at any time to your personal data being used for direct marketing (including profiling) - in certain other situations to our continued use of your personal data, e.g. where we use your personal data for our legitimate interests.
Not to be subject to decisions without human involvement	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you We do not make any such decisions based on data collected by the Services.

For further information on each of those rights, including the circumstances in which they do and do not apply, please contact us (see 'How to contact us' below). You may also find it helpful to refer to the guidance from the UK's Information Commissioner on your rights under the UK GDPR.

If you would like to exercise any of those rights, please complete a request form—available on our Website or email, call or write to us—see below: '**How to contact us**'. When contacting us please:

- provide enough information to identify yourself (e.g., your full name) and any additional identity information we may reasonably request from you, and
- let us know which right(s) you want to exercise and the information to which your request relates.

KEEPING YOUR PERSONAL DATA SECURE

We have appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine business need to access it.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

12 **HOW TO COMPLAIN**

Please contact us if you have any queries or concerns about our use of your information (see below '**How to contact us**'). We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with the Information Commissioner.

The Information Commissioner can be contacted at <https://ico.org.uk/make-a-complaint> or telephone: 0303 123 1113.

13 **CHANGES TO THIS PRIVACY POLICY**

We may change this privacy policy from time to time. When we make significant changes we will take steps to inform you, for example via the Services or by other means, such as email.

14 **HOW TO CONTACT US**

You can contact us by post, email or telephone if you have any questions about this privacy policy or the information we hold about you, to exercise a right under data protection law or to make a complaint.

Our contact details are shown below:

- 5 Brayford Square, E1 0SG, London, United Kingdom
- info@eternaregen.com