

Your Privacy Matters

We continuously aim to improve the effectiveness and transparency of our communications and are committed to protecting your personal data according to international and EU legal rules and best practices for data privacy.

Through the interactions we have with you, for example in person, via telephone or e-mail, we gather business-related information that enables us to maintain a valued professional relationship with you.

We generally hold information about customer contacts to improve the effectiveness of the product support we offer and to inform you of products and services you may be interested in and specific tools and events that may help you achieve your science goals.

This information includes your name and contact details together with knowledge about the area of research or clinical study in which you are engaged and the product areas related to your field of activity.

In order to operate efficiently as a global BD group of companies, it may be necessary for us to share some of your personal data (such as name and contact details) with other departments or affiliates of the global BD family for the purpose of optimizing your experience with BD as a provider of products and services, e.g. for administration, customer service, technical support, complaints handling, supplier/tender management or marketing purposes. These data may be shared through central systems based in the United States or elsewhere where laws and practices relating to the protection of personal data may differ, particularly if you are located within the European Economic Area.

It is our aim to ensure that the information we exchange with you is specific for your needs and accurate. We can only achieve this by maintaining information that is up-to-date and accurate. Therefore, if any of the details we have on record for you need to be updated, we would be pleased if you could inform us of any changes.

In the link below we further explain, more generally, the BD privacy practices and how you can access, rectify and delete your information or object to the processing thereof: <http://www.bd.com/dp>