

Privacy Policy

This privacy policy sets out how Cole-Parmer Ltd uses and protects any information that you give Cole-Parmer Ltd when you use this website.

We can be reached via e-mail at sales@coleparmer.com. Outside the US, please [contact](#) your local office.

What Information Do We Collect?

When you visit Cole-Parmer, we'll be collecting various types of information from you. If you place an order from our site, we'll need to collect your shipping and billing information. Cole-Parmer will also be collecting data from all site visitors such as IP name, domain name, web page, length of time spent at the site and pages accessed while visiting the site. This information is collected for statistical purposes and to help with the administration and improvement of the site. Cole-Parmer also reserves the right to retain the content of any questions or comments that are sent to our employees. This information will be used to help improve responses to future questions. For international customers, information may be shared with our international dealers. See our full [cookie disclosure](#).

By using your browser controls, you are always in control of the cookies we store and access on your computer. More information on how to control cookies and limit personal data processing can be found at: www.youronlinechoices.com/uk/five-top-tips. If you turn off cookies, though, you may not be able to use our online shop. Nor will we be able to recognize you as a known, signed up user to allow you access to your account information.

By continuing to use this site, you are accepting our use of these cookies that make advertising and communications more relevant to you and your interests and further help us to improve our site.

What is Information Used For?

The information that Cole-Parmer collects is used to better serve our customers. This information is used to notify you of changes made to our site, to tell you about new products available on our site, and to contact you for other legitimate business purposes. From time to time, we may choose to exchange this information with other parties whose products and/or services we think may be of interest to you. If you do not want your information being exchanged with other parties, send us an e-mail at sales@coleparmer.com from each e-mail address that you've used to request information, register, or place an order on Cole-Parmer. Outside the US, please [contact](#) your local office. Customers who supply us with their telephone numbers online may receive telephone contact from us with information regarding orders they have placed online. Please provide us with your correct phone number.

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ColeParmer.com

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Disclosures Regarding Use of Google Features

Cole-Parmer uses certain Google Analytics features for Display Advertising (e.g., Remarketing, Google Display Network Impression Reporting, DoubleClick Campaign Manager Integration or Google Analytics Demographics and Interest Reporting). This allows Cole-Parmer to collect Non-Personally Identifiable Information about your visits to our website, and your interaction with our products and services. No Personally Identifiable Information is collected during in this process. You can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads, by using the [Google Ads Settings](#). You may find Google Analytics' currently available opt-outs for the web at <https://tools.google.com/dlpage/gaoptout/>. Cole-Parmer uses Remarketing with Google Analytics to advertise online. Remarketing allows Cole-Parmer to follow up with those who have already visited our website, and deliver ad content specifically targeted to the interests they expressed during those previous visits. Third-party vendors, including Google, may show Cole-Parmer's ads on sites across the Internet. Cole-Parmer and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to (i) inform, optimize, and serve ads based on our website users' past visits to our website and (ii) report how our ad impressions, other uses of ad services and interactions with these ad impressions and ad services are related to visits to our site.

What types of communications can you expect to receive from us?

By submitting your email address, you are consenting to receive the particular piece of information you requested, as well as allowing us to send you appropriate and useful communications. This includes, but is not limited to, newsletters, product or company news, promotional offers, invitations to events and webinars and links to our latest assets (infographics, brochures, videos, etc...).

How do I Unsubscribe?

Visitors to our Web site can opt-out from receiving e-mail updates and advertisements by unchecking the box next to any or all e-mail types listed on our E-mail Preferences page. Please be sure to enter the e-mail address(s) used to sign-up or when requesting other information from us. If you decide you no longer want to receive any e-mails regarding special offers, product, service and technical information; you can unsubscribe from the footer of the e-mail itself or visit our unsubscribe page.

If you supply us with your postal address online, you may receive periodic mailings from us with information on new products and services, or upcoming events. If you do not wish to receive such mailings, please let us know by e-mail at sales@coleparmer.com. Outside the US, please [contact](#) your local office. Please provide us with your exact name and address.

Changes to this Policy

Any changes to our Privacy Policy will be placed here and will supersede this version of our Policy. We will take reasonable steps to draw your attention to any changes in our Policy. However, to be on the safe side, we suggest that you read this document each time you use the website to ensure that it still meets with your approval.

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