

Our Privacy Policy

This privacy policy explains how Mad City Labs, Inc. uses the personal data we collect from you. This privacy policy extends to all Mad City Labs entities, including Mad City Labs GmbH and MCL Distribution LLC.

What data do we collect?

Mad City Labs, Inc. collects the following data:

- Personal identification information, such as name, email, phone number, etc.
- Information about your scientific area of interest

How do we collect your data?

You directly provide Mad City Labs, Inc. with most of the data we collect. We collect and process data when you:

- Complete an online form to access information on our website
- Make a product enquiry or place an order
- Request technical support
- Voluntarily provide information at an event (e.g. conference, etc.) or provide feedback to us in any format
- Using or viewing our website via your browser's cookies

We may also receive your data indirectly from the following sources

- Publishers, print and digital, who host our information such as product literature, articles, etc.
- Marketing intelligence companies, who provide information related to our customer demographic and events

How will we use your data?

Mad City Labs, Inc. collects your data so that we can:

- Facilitate your request for product information, e.g. quotations, orders, technical support
- Manage your account, including record keeping of owned products
- Email curated content relevant to you
- Email marketing and product update communications

Your data will be shared with our sales distribution partners as necessary to facilitate the above objectives. A list of our current sales distribution partners and the territories they represent can be found at [Mad City Labs | International Sales Representatives and Distributors](#)

How do we store your data?

Mad City Labs, Inc. stores your data in our instance of Salesforce. Salesforce is a cloud based CRM. Only authorized users with MFA can access the information held in the CRM. See Salesforce's privacy policy [here](#).

Marketing

Mad City Labs, Inc. would like to send you information about our products and events we will be attending. By providing your data, you have agreed to receive marketing.

You have the right at any time to unsubscribe from our marketing communications. Unsubscribing from our marketing does not prevent Mad City Labs from contacting you in response to a specific enquiry.

What are your data protection rights?

Mad City Labs, Inc. would like to make sure you are fully aware of your data protection rights in accordance with European law. Every user is entitled to the following:

The right to access – You have the right to request copies of your personal data. We may charge a fee for this service

The right to rectification – You have the right to request that we correct any information you believe is inaccurate and/or incomplete.

The right to erasure – You have the right to request that we erase your personal data under certain conditions.

The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions

The right to object to processing – You have the right to object to Mad City Labs' processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that we transfer the data we have collected to another organization, or directly to you, under certain conditions.

If you make a request we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email. You may also write to us at our business address or call us.

What are cookies?

Cookies are text files placed on your computer to collect standard internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

How do we use cookies?

Our company uses cookies in a range of ways to improve your experience on our website, including:

- Understanding how you use our website
- Security and fraud prevention
- Recognition of you to remember your preferences

What type of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- Functionality – Mad City Labs, Inc. uses these cookies so that we recognize you on our website and remember your previously entered information and preferences. A mix of first party and third party cookies are used.
- Advertising – Mad City Labs, Inc. uses these cookies to collect information about our visit to our website, the content you viewed, the links you followed and information about your browser, device and your IP address.

We use [Clicky Web Analytics](#) to log and analyze the traffic to our web site. We log personal data to Clicky as follows, for the stated legitimate purposes. A "Unique ID" tracking cookie to identify unique visitors, your IP address for security and fraud prevention.

We use Salesforce Account Engagement for tracking information about your visit to our website, the content viewed and downloaded, links followed, etc. to enable a better customer experience.

You may view Clicky's privacy policy [here](#).

You may view Salesforce's privacy policy [here](#).

How to manage cookies

You can set your browser to not accept cookies. However, in a few cases, some of our website features may not function as a result.

Privacy of other websites

The Mad City Labs, Inc. website (and websites of our wholly owned subsidiaries) contains links to other websites. Our privacy policy applies only to our website(s).

Changes to our privacy policy

Mad City Labs regularly reviews its privacy policy and places any updates on this web page. This privacy policy was last updated on October 3, 2025.