

# QIA Agent Privacy Notice of the QIAGEN Group

## 1. What is this Privacy Notice about?

The QIAGEN Group («**QIAGEN**», «**we**», «**us**») is committed to protecting the personal data it collects and processes about you and other individuals. We use «**data**» here interchangeably with «**personal data**». In this Privacy Notice, we describe what we do with your data when you use and interact with our AI Laboratory Assistant chatbot («**QIA Agent**»), an AI agent available on the QIAGEN website <https://www.qiagen.com/> («**Website**»).

QIA Agent is designed to help you obtain general research-related experiment support, information about QIAGEN's products available on the Website, including general product-related information, product comparisons, and personalized recommendations based on your specific requirements, and to support you throughout the entire laboratory workflow. Where explicitly requested, QIA Agent may also provide direct links to relevant resources such as kit handbooks, display real-time stock availability, order status tracking, and support conversational buying by allowing you to add products directly to your cart within the chat interface.

QIA Agent is intended for adults. It is not directed at children, and we do not knowingly collect personal data from individuals under the age of 16 (or, where local law requires a higher age threshold, the applicable minimum age). If you become aware that a child has provided personal data through QIA Agent, please contact us using the details in Section 2 and we will take steps to delete such data.

For the collection and processing of personal data beyond this scope and unrelated to QIA Agent, please consult our general Privacy Policy available at:

<https://www.qiagen.com/us/privacy/privacy-policy>.

For the collection and processing of personal data via cookies and similar tracking technologies, please consult our QIAGEN Cookie Policy available at:

<https://www.qiagen.com/us/privacy/cookies-overview>.

If you disclose data to us about other individuals (for example colleagues), you are responsible for ensuring that you are authorized to do so and that those individuals have been informed about this Privacy Notice.

This Privacy Notice is aligned with the EU General Data Protection Regulation («**GDPR**»), UK General Data Protection Regulation («**UK GDPR**»), the Swiss Data Protection Act («**Swiss DPA**»), and applicable Canadian privacy laws. Where QIA Agent is accessible to residents of US states with comprehensive privacy laws (such as California under the CCPA/CPRA), additional disclosures and rights described in Section 10 may apply.

Certain additional disclosures or rights may apply depending on your location. The application of these laws depends on each individual case. Where local data protection

laws and other mandatory laws in other jurisdictions impose stricter or additional requirements, those local laws shall prevail.

## 2. Who is the controller for processing your data?

QIAGEN GmbH, QIAGEN Str. 1, 40724 Hilden, Germany («**QIAGEN GmbH**»), is the main controller with respect to the collection and processing of your data through or in connection with QIA Agent and related systems insofar as operated for QIAGEN.

Your primary point of contact for data protection concerns and to exercise your rights under Section 10 is as follows:

QIAGEN GmbH  
QIAGEN Str. 1  
40724 Hilden  
Germany  
Tel.: +492103290  
E-mail: [dataprotection@qiagen.com](mailto:dataprotection@qiagen.com)  
Contact Data Protection Officer: [dataprotectionofficer@qiagen.com](mailto:dataprotectionofficer@qiagen.com)

## 3. What data do we process?

We process various categories of data about you in connection with QIA Agent, including current but also previous versions where information changes over time. The main categories of data are the following:

- **Agent Queries:** Queries that you submit to QIA Agent are automatically processed by AI to generate QIA Agent's responses, which may include personalized product recommendations. QIA Agent is not designed for the processing of personal data, and we strongly discourage you from entering personal data (especially sensitive data such as health, biometric, or genetic data) in your queries. If you nonetheless include personal data in a query, it will be processed in accordance with this Privacy Notice. Queries are stored and processed together with Usage data as set out below and retained for up to 12 months.
- **Technical data:** When you use QIA Agent, we collect technical data such as your device's IP address, operating system, and browser type to ensure the functionality, security, and optimal performance of our service. To support these purposes, we may assign an individual identifier to your device (for example, via cookies — see Section 11). We generally retain technical data for up to 12 months from the date of collection or the end of the session. For the retention periods in relation to cookies, please see Section 11.
- **Registration data:** You may use QIA Agent without registering. Registration is optional and enables access to additional features (i.e., service ticket creation, saving and retrieval of conversations across sessions, and displaying of account-specific product range as well as pricing). If you choose to register, your registration will be managed by us via the My QIAGEN sign-in system. For more information on how we collect and process registration data, please see the relevant section in our general Privacy Policy <https://www.qiagen.com/us/privacy/privacy-policy>.

- **Usage data:** We collect data about your interactions with QIA Agent, including queries entered, chat history, features used, and timestamps. This data helps us to understand usage behavior, optimize product development, and to improve QIA Agent's functionality and user experience. Usage data is retained for up to 12 months from the date of collection.
- **Feedback data:** If you provide feedback or participate in surveys, we collect the information you submit to improve our offering. Feedback data is typically not linked to your identity unless you voluntarily provide contact details. We generally retain feedback data for 12 months from the last interaction.
- **Other data:** We may also collect additional data in specific situations related to your use of QIA Agent. For example, we may process data necessary to comply with administrative or legal obligations, such as maintaining documentation for regulatory compliance. If you place an order via QIA Agent, we may also collect data related to your order, the ZIP code and the purchase order number. If you contact our support team or participate in user research, we may collect and process your communications, feedback, or survey responses, which may include personal data. For the purposes of system security and integrity, we collect log and audit data, such as records of access, error logs, and security events. When QIA Agent uses cookies or similar tracking technologies, we collect data about your device and usage patterns, as further detailed in Section 11. In rare cases, we may process data as necessary to respond to legal requests from authorities or to protect our rights and interests. The retention period for this data depends on its purpose and is limited to what is necessary: typically, compliance documentation is kept for up to 5 years, order data for 10 years, support and communication data for 12 months after resolution, log and audit data for 12 months, and cookie or tracking data in accordance with the retention periods mentioned in Section 11. Data processed for legal obligations may be retained as required by law or until the relevant matter is resolved.

Much of the data described in this Section 3 is provided to us directly by you, for example when you use QIA Agent, register through the My QIAGEN sign-in system, or interact with our support services. You are generally not obliged to disclose data to us, except in specific cases where legal obligations require it. However, if you wish to use certain features of QIA Agent that require registration or personalized services, you will need to provide us with the necessary registration data. The processing of certain technical data is unavoidable when using QIA Agent to ensure its functionality and security. If you contact support or participate in user research, you may also provide us with communications or feedback data. In the case of behavioral and preference data, you generally have the option of objecting or not giving consent.

#### **4. How and for what purposes do we process your data?**

We process your data to provide, maintain, and improve QIA Agent and its features. This includes communicating with you — for example, responding to your inquiries, providing support, and assisting you in exercising your rights (see Section 10). For these purposes, we use communication and registration data (if applicable), which we retain to document our interactions, ensure quality assurance, and manage follow-up requests. We also process technical and usage data to ensure the functionality, security, and optimization of QIA Agent, as well as to personalize your experience. Additionally, we use your data on aggregated basis for market research, internal statistical analysis, and service development to further enhance QIA Agent. Data may also be processed to comply with legal obligations, orders and requests, and recommendations from authorities, to fulfill internal administrative requirements, and to protect our rights and interests. Where required, we process your data for security and access control purposes.

QIA Agent is built on large language model (LLM) technology. The information below is intended to explain how AI processing is used in QIA Agent and how this may affect you.

**How QIA Agent works:** When you submit a query, the text of your query, together with relevant contextual information (such as conversation history within the same session and, where applicable, information related to your account-specific product range), is transmitted to QIAGEN's AI service providers (see Section 6) for the sole purpose of generating a response. Responses may include personalized product recommendations based on the content of your query and your interactions with QIA Agent within the same session.

**Profiling:** Personalized recommendations provided by QIA Agent may involve a limited form of profiling within the meaning of Article 4(4) of the GDPR, insofar as QIAGEN analyses your queries and stated preferences to suggest potentially relevant products or information. This profiling is not used for automated decision-making producing legal or similarly significant effects within the meaning of Article 22(1) GDPR. No decisions such as refusal of service, individualized pricing, or eligibility determinations are made solely on the basis of automated processing.

**Use of data for AI training:** QIAGEN has contractually restricted its AI service providers (currently including Microsoft and Perplexity) from using your queries or the content of your interactions with QIA Agent to train their general-purpose AI models. Any configuration, improvement, or adjustment of AI services performed for QIAGEN is subject to these contractual safeguards and applicable data protection requirements.

**Human oversight and your rights:** QIA Agent is designed to support, not replace, human interaction. You may contact a human QIAGEN representative using the channels listed in Section 2 if you are dissatisfied with a response or recommendation generated by QIA Agent, if you wish to obtain clarification, or if you would like human review of an output. You also have the right to express your point of view and to contest any output generated by QIA Agent.

**Limitations of AI output:** AI-generated responses may contain errors, omissions, or outdated information. QIA Agent is intended as a research-support and product-information tool only and does not constitute professional scientific, medical, regulatory, or legal advice. You should independently verify any critical information using authoritative sources, such as official kit handbooks, peer-reviewed literature, or QIAGEN technical support.

## 5. On what basis do we process your data?

We process your personal data in accordance with applicable data protection laws. The specific legal basis for processing depends on the context and purpose of the processing activity, and the legal framework in your jurisdiction:

- **Consent:** Where we ask for your consent for certain processing activities, we will inform you separately about the relevant processing purposes. You may withdraw your consent at any time with effect for the future by providing a notice to us in writing (by mail) or, unless otherwise specified or agreed, by e-mailing us; see our contact details in Section 2. For withdrawing consent for online tracking, see Section 11. Once we have received notification of the withdrawal of your consent, we will no longer process your information for the purpose(s) you originally agreed to, unless we have another legal basis to do so. The withdrawal of your consent does not, however, affect the lawfulness of the processing based on the consent prior to its withdrawal. In jurisdictions in which consent is the sole legal basis for

processing your personal data (such as Canada), we rely on consent (express or implied) for all processing activities, unless a valid exception exists under applicable laws.

- **Legitimate Interest:** Where consent is not required and we do not ask for your consent, the processing of your personal data relies on the basis of processing on our or a third-party legitimate interest in the particular processing operation, particularly to pursue the objectives and purposes set out in Section 4 and to implement related measures. This includes our interest in providing, maintaining, and improving QIA Agent and its features, as well as ensuring the functionality, security and optimization of QIA Agent, personalizing your experience, conducting market research, internal statistical analysis, and service and product development to further enhance QIA Agent. This also includes complying with legal regulations where compliance is not a legal basis under applicable data protection laws (e.g., the laws in the European Economic Area [EEA], the United Kingdom, and Switzerland). You have the right to object to processing based on legitimate interests at any time on grounds relating to your particular situation (see Section 10). On request, we will provide further information about our balancing assessment.
- **Initiation or Performance of a Contract:** Where you register when using QIA Agent or enter into a contract with us, to the extent permitted by applicable law, we process your personal data on the basis of the necessity for the performance of a contract or to take steps at the request of the user prior to entering into a contract, particularly to communicate with you (e.g., responding to your inquiries, providing support) and perform our contract with you.
- **Legal Obligation:** We may also process your data to comply with legal or regulatory requirements, such as responding to lawful requests from authorities or fulfilling internal administrative or compliance obligations.

## 6. With whom do we share your data?

In the context of QIA Agent and related process, we may disclose your personal data to third parties, in particular to the following categories of recipients:

- **QIAGEN group entities:** When you use QIA Agent and its related services, depending on the circumstances, we share your registration data, usage data, feedback data and other data with other QIAGEN group entities. A list of our group entities can be found here: <https://www.qiagen.com/us/about-us/our-global-presence>. The QIAGEN group entities may process your data for the same purposes as provided in Section 4 of this Privacy Notice.
- **Service Providers:** We work with service providers in the EEA, the United Kingdom, Switzerland, the USA and other countries who process your data on our behalf, as joint controllers with us, or who receive data about you from us as separate controllers. The service providers used for QIA Agent are Microsoft, Perplexity and Langfuse. For the service providers used in connection with cookies and other technologies, see Section 11.
- **Authorities:** We may disclose personal data to agencies, courts and other authorities in the EEA, the UK, Switzerland and other countries if we are legally obliged or entitled to make such disclosures or if it appears necessary to protect our or third-party interests.

- **Legal advisors:** We may also disclose personal data to lawyers and legal advisors in order to obtain advice and legal services.
- **Other persons:** This refers to cases where interactions with third parties follow from the purposes set out in Section 4. Where these other persons determine the purposes and means of the processing and process your data for their own purposes, they act as separate controllers.

All these categories of recipients may involve third parties, so that your data may also be disclosed to them. We can restrict the processing by certain third parties (for example, service providers), but not by others (for example, public authorities).

## **7. Is your personal data disclosed abroad?**

As explained in Section 6, we disclose data to third parties. Not all of these parties are located in the EEA, the UK, Canada or Switzerland. Therefore, your data may be processed in Europe and in the USA, and in principle, in any country in the world. If you are located in Quebec, your personal data may be communicated outside of Quebec. Accordingly, your personal data may be subject to the law of foreign jurisdictions, including any law permitting or requiring disclosure of the data to the government, government agencies, courts and law enforcement in that jurisdiction.

If a recipient is located in a country without adequate statutory data protection, we take steps to ensure the information will receive adequate protection. This may include requiring the recipient to undertake to comply with data protection (for this purpose we use (1) the European Commission's Standard Contractual Clauses with local adaptations, where necessary, and (2) EU-US Data Privacy Framework (DPF) where the recipient is certified), unless we can rely on an exception or the recipient is subject to a legally accepted set of rules to ensure data protection. An exception may apply, for example, in case of legal proceedings abroad, in case of overriding public interest or if the performance of a contract requires disclosure. For transfers from the UK, we rely on UK adequacy regulations or UK International Data Transfer Agreements (IDTAs) or the UK Addendum to EU Standard Contractual Clauses.

In some jurisdictions, local laws may restrict or prohibit the cross-border transfer of certain categories of personal data. Where such restrictions apply, you should ensure that you do not provide personal data through QIA Agent unless the applicable legal requirements for such transfer have been met.

Please note that data exchanged via the internet is often routed through third countries. Your data may therefore be sent abroad even if the sender and recipient are in the same country.

## **8. How long do we process your data?**

We process your data for as long as our processing purposes, the legal retention periods and our legitimate interests in documentation and keeping evidence require it or storage is a technical requirement. You will find further information on the respective storage and processing periods for the individual data categories in Section 3, and for cookies in Section 11. If there are no contrary legal or contractual obligations, we will delete or anonymize

(where permitted) your data once the storage or processing period has expired as part of our usual processes.

## **9. How do we protect your data?**

We take appropriate security measures in order to maintain the required security of your personal data and ensure its confidentiality, integrity and availability, and to protect it against unauthorized or unlawful processing, and to mitigate the risk of loss, accidental alteration, unauthorized disclosure or access.

Technical and organizational security measures may include encryption and pseudonymization of data, logging, access restrictions, giving instructions to our employees, entering confidentiality agreements, and monitoring. Specifically, we take appropriate organizational measures to ensure that our employees have access to your data on a need-to-know basis, to extent necessary for the purposes described in this Privacy Notice and the activities of the employees concerned. Our employees act in accordance with our instructions and are bound to confidentiality and discretion when processing your data.

Although we take steps to protect personal data transmitted electronically, please be aware that the transmission of information via the internet is not completely secure, and despite our efforts to protect your personal data, we cannot guarantee absolute security of data transmitted through QIA Agent or over the internet. Any such transmission is at your own risk.

## **10. What are your rights?**

To help you control the processing of your personal data, you have the following rights in relation to our data processing, depending on the applicable data protection law:

- The right to request information from us as to whether and what data we process from you, and how that information has been used and disclosed;
- The right to obtain access to your personal data under our control;
- The right to have us correct data if it is inaccurate;
- The right to request erasure of data;
- The right to restriction of processing in defined circumstances;
- The right to request that we provide certain personal data in a commonly used electronic format or transfer it to another controller;
- The right to withdraw consent, where our processing is based on your consent;
- The right to receive, upon request, further information that is helpful for the exercise of these rights;
- The right to objecting to processing based on legitimate interests on grounds relating to your particular situation;

If you wish to exercise the above-mentioned rights with one of our group companies, please contact us in writing, at our premises or, unless otherwise specified or agreed, by e-mail; you will find our contact details in Section 2. In order for us to be able to prevent misuse, we may need to identify you (for example by means of a copy of your ID card, unless identification is not possible otherwise).

You also have these rights with respect to other parties that cooperate with us as separate controllers. We may ask you to contact them directly if you wish to exercise your rights in relation with their processing. You will find information on our service providers in Section 6 and additional information in Section 11.

Additional or different rights may apply under your local law. For example, residents of California (CCPA/CPRA), Virginia, Colorado, Connecticut, and other US states with comprehensive privacy laws may have rights to: (i) know/access; (ii) delete; (iii) correct; (iv) opt out of the sale or sharing of personal information; (v) opt out of targeted advertising; (vi) limit the use of sensitive personal information; (vii) appeal a denial of a rights request; and (viii) non-discrimination for exercising rights. QIAGEN does not "sell" personal information for monetary consideration, and QIA Agent does not engage in cross-context behavioural advertising. Where required by applicable law, we honour Global Privacy Control (GPC) signals as a valid opt-out request.

Please note that conditions, exceptions or restrictions apply to these rights under applicable data protection law (for example to protect third parties). We will inform you accordingly where applicable.

If you do not agree with the way we handle your rights or with our data protection practices, please let us know. If you are located in the EEA, the United Kingdom or in Switzerland, you also have the right to lodge a complaint with the competent data protection supervisory authority within in your country.

- You can find a list of authorities in the EEA here:  
[https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en)
- You can reach the UK supervisory authority here:  
<https://ico.org.uk/global/contact-us/>
- You can find the appropriate authorities in Canada here:  
[https://www.priv.gc.ca/en/report-a-concern/leg\\_info\\_201405/](https://www.priv.gc.ca/en/report-a-concern/leg_info_201405/)
- You can reach the Swiss supervisory authority here:  
<https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html>

## **11. Do we use online tracking?**

We use various technologies in connection with QIA Agent that allow us and, where applicable, third parties engaged by us to recognize you during your use of QIA Agent and, in some cases, to track your usage across multiple sessions.

The primary purpose of these technologies is to distinguish your access (via your device or browser) from that of other users, enabling us to ensure the functionality, security, and personalization of QIA Agent, as well as to conduct usage analysis. We do not intend to determine your identity, even if it may be technically possible when combined with registration data. The technologies we use are designed so that you are recognized as an individual user each time you access QIA Agent, even without registration data — for example, by assigning a specific identifier to your device or browser (so-called "**cookie**").

Detailed information about the cookies and similar technologies which we use in connection with QIA Agent and on our website in general can be found in our [QIAGEN Cookie Policy](#).

Additionally, QIA Agent uses a dedicated session cookie, which has been implemented specifically for QIA Agent and is technically necessary for the proper functioning of the tool (so-called "**QIA Agent session cookie**"). The QIA Agent session cookie is used to capture acceptance of disclaimer and to temporarily store information related to your ongoing conversation, such as dialogue history, ensuring that QIA Agent can maintain continuity and context as you interact with it. This allows you to move between pages or perform actions on the Website without losing the progress of your chat session. The QIA Agent session cookie cannot be disabled and is deleted automatically once your session ends. Without it, QIA Agent would not be able to function properly.

With the [Consent Manager](#), we offer you the possibility to choose which types of cookies you agree to. The acceptance of technically necessary cookies is not optional.

## **12. Can we update this Privacy Notice?**

We can change this Privacy Notice at any time. The version published on QIA Agent is the current version. Where required by law, we will notify you of changes to this Privacy Notice, or seek your renewed consent to process your personal data.

Last updated: 30.04.2026