

Website Privacy Policy

Effective Date / Last Updated: June 2026

This Privacy Policy ("Policy") describes how Hangzhou Lianke Meixun Biology Pharmaceutical Technology Co., Ltd. and its affiliates ("we," "our," or "us") collect, use, process, store, and share personal data collected from users ("you" or "your") visiting or interacting with our global portal located at <https://db.dxy.com/> (the "Website"). We are fully committed to ensuring transparency and protecting your privacy in strict accordance with applicable global data protection frameworks. These include, but are not limited to, the European Union's General Data Protection Regulation (GDPR), the People's Republic of China's Personal Information Protection Law (PIPL), and applicable regional privacy acts.

1. Information We Collect

We only collect minimal technical and user-submitted data necessary to maintain a secure, high-performance web experience.

A. Data Collected Automatically via Technology

When you access the Website, our servers and integrated analytics providers automatically record certain internet and electronic network activity logs via cookies and tracking scripts, categorized as follows:

- **Strictly Necessary Data:** IP address, unique device identifiers, browser type and language settings, operating system, network routing details, and timestamps required for site security and anti-fraud protocols (e.g., via session identifiers like PHPSESSID and csrf_token).
- **Performance & Analytics Data:** Granular website interaction logs, tracking clickstream pathways, scroll behavior, and time spent. This is evaluated using third-party scripts (Google Analytics and Baidu Analytics) alongside our internal analytics infrastructure utilizing the tracking tag schema (dxy_da_*).

B. Data You Actively Provide to Us

If you voluntarily reach out to us for technical assistance, business partnerships, or platform inquiries, we record any information provided during the communication, which may include your name, corporate email address, job title, company affiliation, and the contextual contents of your message.

2. Purposes and Methods of Processing

We process the collected personal data strictly for specified, explicit, and legitimate corporate purposes, including:

- **Infrastructure Optimization:** Administering the technical architecture of our global platform and resolving runtime errors.
- **Aggregated Traffic Analysis:** Evaluating visitor distribution patterns and user engagement metrics to enhance our data platform services.
- **Security & Defensive Operations:** Identifying malicious activity, preventing unauthorized access, and maintaining systemic data integrity.
- **Communication Auditing:** Verifying and responding to user-submitted diagnostic requests or commercial inquiries.

We do not engage in automated individual decision-making, behavioral profiling, or predictive ad-targeting on this specific Website.

3. Legal Bases for Processing

If you reside within the European Economic Area (EEA) or the People's Republic of China, our legal bases for processing your data are outlined below:

Data Type / Scenario	Processing Purpose	Legal Basis (GDPR)	Legal Basis (PIPL)
Strictly Necessary Cookies & Technical Logs	System stability, security, core site functionality.	Legitimate Interests (Art. 6(1)(f)) / Provision of Service	Statutory Obligations / Network Security (Art. 13)
Analytics & Optional Tracking (dxy_da_*, Google, Baidu)	Performance optimization, traffic analysis.	Explicit, Opt-In Consent (Art. 6(1)(a))	Explicit, Freely Given Consent (Art. 13/14)
Direct User Inquiries /	Communication fulfillment and corporate	Performance of a Contract / Pre-contractual	Necessary for response initiated by the

Data Type / Scenario	Processing Purpose	Legal Basis (GDPR)	Legal Basis (PIPL)
Contact Forms	engagement.	steps (Art. 6(1)(b))	individual

4. Consent Management and User Control

Our homepage deploys an integrated, simplified cookie banner to put you in complete control of your privacy preferences:

- **Selecting [Accept Analytics Cookies] establishes your explicit, affirmative consent for the initialization of Google Analytics, Baidu Analytics, and our internal tracking scripts (dxy_da_*).**
- **Selecting [Reject Optional Cookies] completely blocks the execution of these optional analytical platforms. Your choice will be recorded via a persistent technical cookie.**

You may revoke or modify your choices at any moment by utilizing the "Cookie Settings" link situated within the global footer of the Website, or by purging your browser's application cache files.

5. Third-Party Data Processing and Disclosures

We do not sell, lease, monetize, or trade personal data to third-party data brokers. For operational efficiency, we share telemetry data exclusively with the following processors under rigid data protection protocols:

- **Google LLC (USA):** Providers of Google Analytics. Data transmitted is typically truncated and aggregated before storage.
- **Baidu, Inc. (PRC):** Providers of Baidu Analytics, used to analyze localized metrics and performance parameters.
- **Corporate Affiliate Network:** Data may be securely accessible to technical teams operating under the parent DXY umbrella organization for central administrative and cybersecurity maintenance.

6. International Data Transfers

Hangzhou Lianke Meixun Biology Pharmaceutical Technology Co., Ltd. is headquartered in the People's Republic of China. When you access this global platform, technical data and any voluntarily submitted communications may be transferred cross-border to servers situated outside your jurisdiction.

- **For Residents of the EEA/UK:** We utilize approved transfer mechanisms to ensure an equivalent standard of protection, including the execution of Standard Contractual Clauses (SCCs) ratified by the European Commission.
- **For Residents of the PRC:** Cross-border transmission of localized analytical telemetry complies strictly with the relevant evaluation and security protocols outlined by the Cyberspace Administration of China (CAC).

7. Data Security Architecture

We enforce high-standard administrative, physical, and technical safeguards engineered to safeguard your data against accidental loss, unauthorized extraction, alteration, or unlawful disclosure. Network communications are fully fortified using Transport Layer Security (TLS) encryption protocols, and administrative access to localized logs is restricted to authorized systems engineers under strict zero-trust parameters.

8. Data Retention Chronology

Personal data is retained only for the duration strictly necessary to fulfill the analytical or operational objectives established in this Policy:

- **Session State Metrics:** Clear instantly upon browser closure.
- **Aggregated Analytical Records:** Maintained for a limited period (typically not exceeding twenty-four months) before complete systemic anonymization or erasure.
- **Inquiry Communications:** Retained for the active lifecycle of the corresponding technical or corporate engagement, plus standard statutory limitation windows for legal defense claims.

9. Your Legal Rights and Privileges

Depending on your geographical location and regional privacy statutes (e.g., GDPR, PIPL), you possess explicit legal rights over your personal parameters, which may include:

- **The Right to Know and Access:** Request detailed validation regarding whether we hold your personal elements and obtain structural copies.
- **The Right to Rectification:** Mandate the immediate modification of erroneous, outdated, or incomplete details.
- **The Right to Erasure:** Request the total destruction of your stored data parameters, subject to overriding statutory data-retention frameworks.

- **The Right to Object or Restrict:** Limit processing parameters or completely rescind tracking consent via the Website's cookie infrastructure.

To invoke any of your localized rights, please file an explicit request with our central oversight unit via the contact channel indicated in Section 10.

10. Privacy Administration and Contact

If you seek clarification regarding this operational Policy, wish to file a grievance, or intend to assert your legal consumer privacy rights, please direct your correspondence to our dedicated privacy oversight team:

- **Data Protection & Privacy Unit:** db@dx.y.cn
- **Corporate Mailing Destination:** Hangzhou Lianke Meixun Biology Pharmaceutical Technology Co., Ltd. Privacy Department, Hangzhou, Zhejiang Province, People's Republic of China.