

## PRIVACY POLICY REDUCERECURRENCE.COM

### ABOUT THIS SITE

This site (<http://www.reducerecurrence.com>) is owned by Puma Biotechnology, Inc. This Privacy Policy is designed to tell you about our practices regarding collection, use, and disclosure of information that you may provide via this site. Please be sure to read this entire Privacy Policy before using or submitting information to this site. This site is governed solely by applicable Federal and State laws and governmental regulations in the United States. Use of this site constitutes your consent to application of such laws and regulations and to our Privacy Policy.

### YOUR CONSENT

By using this site, you agree to the terms of this Privacy Policy. Whenever you submit information via this site, you consent to the collection, use, and disclosure of that information in accordance with this Privacy Policy.

### ABOUT CHILDREN

This site is not intended for children under the age of 13. We will not knowingly collect information from site visitors in this age group. We encourage parents to talk to their children about their use of the Internet and the information they disclose to websites.

### PASSIVE INFORMATION COLLECTION

As you navigate through this website, certain information can be passively collected (that is, gathered without your actively providing the information) using various technologies and means, such as Internet Protocol (IP) addresses, cookies, Internet tags and navigational data collection. An IP Address is a number assigned to your computer by your Internet service provider so you can access the Internet and is generally considered to be non-personally identifiable information, because in most cases an IP address is dynamic (changing each time you connect to the Internet), rather than static (unique to a particular user's computer). We use your IP address and other passively collected information to diagnose problems with our server, report aggregate information, determine the fastest route for your computer to use in connecting to our site, and administer and improve the site.

### ABOUT COOKIES

A "cookie" is a bit of information that a website sends to your browser that helps the site remember information about you and your preferences.

"Session" cookies are temporary bits of information that are erased once you exit your browser window or otherwise turn your computer off. Session cookies are used to improve navigation on websites and to collect aggregate statistical information.

"Persistent" cookies are more permanent bits of information that are placed on the hard drive of your computer and stay there unless you delete the cookie. Persistent cookies store information on your computer for a number of purposes, such as retrieving certain information you have previously provided (e.g., passwords), helping to determine what areas of the website visitors find most valuable, and customizing the website based on your preferences.

This site does not currently use session or persistent cookies but may do so in the future.

### ABOUT INTERNET TAGS

"Internet tags" (also known as single-pixel GIFs, clear GIFs, invisible GIFs, and 1-by-1 GIFs) are smaller than cookies and tell the website server information such as the IP address and browser type related to the visitor's computer. We do not use Internet tags at this site.

### ABOUT LOG FILES

"Navigational data" ("log files," "server logs," and "clickstream" data) are used for system management, to improve the content of the site, market research purposes, and to communicate information to visitors. This site uses navigational data.

### USE AND DISCLOSURE OF INFORMATION

We may use your information to improve the content of our site, to customize the site to your preferences, to communicate information to you, for our marketing and research purposes, and for the other purposes specified in this Privacy Policy.

You can access most areas of our website without providing us any personally identifiable information about yourself (such as your name, email address, home or work address, phone number or other similar information). However, to access certain services you may be required to provide certain personally identifiable information and without providing such personally identifiable information, you may be unable to access those services. For example, if you ask us to send you information, you will need to provide us with your name and an email or mailing address where we can send the information. Whenever we collect personally identifiable information from you, we will explain at the point of collection how we will use that information and whether we will be sharing that information with any third parties.

We may from time to time retain service providers to help us provide our services. For example, we may use an email service provider to process our emails and maintain our newsletters and email lists. All service providers are required by contract to keep confidential the information received on our behalf, to limit their access to the minimum information necessary to perform their obligations, and to not use the information for any purpose other than to carry out the services they are performing for us.

We may disclose your personally identifiable information if we reasonably believe we are required to do so by law, regulation or other government authority (such as reporting safety information to the Food and Drug Administration or responding to a subpoena or law enforcement investigation).

We will not sell your personally identifiable information to any other person or entity except that we may transfer your personally identifiable information to a successor entity upon a merger, consolidation or other corporate reorganization in which our company participates or to a purchaser of all or substantially all of our assets. Any such successor entity shall be bound by the terms of this Privacy Policy with respect to any information transferred.

### SECURITY

We take reasonable steps to protect your personally identifiable information as you transmit your information from your computer to our site and to protect such information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. You should keep in mind that no Internet transmission is ever 100% secure or error-free. In particular, e-mail sent to or from this site may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail. Moreover, where you use passwords, ID numbers, or other special access features on this site, it is your responsibility to safeguard them.

### LINKS TO OTHER WEBSITES

This site may contain links or references to other Web sites. Please be aware that we do not control other websites and that, in any case, this Privacy Policy does not apply to those websites. We encourage you to read the privacy policy of every website you visit.

### HOW TO CONTACT US

If you have any questions, comments, or concerns about this Privacy Policy or the information practices of this site, or if you wish to correct any information provided to us or "opt out" of future communications from us, please contact us as follows:

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Los Angeles, CA 90024  
424-248-6500 Main  
424-248-6501 Fax

or email us at [info@pumabiotechnology.com](mailto:info@pumabiotechnology.com)

### CHANGES TO THIS PRIVACY POLICY

Should this Privacy Policy change, the revised policy will be posted on this site. Please check back periodically, and especially before you provide any personally identifiable information.

This Privacy Policy was last updated on February 27, 2012.