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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 it to us. Information from web servers is recorded, such as the Internet Protocol (IP) addresses, cookies, internet tags and navigation data collection. IP Addresses are a number assigned to your computer by your Internet service provider so your computer can find the Internet and is generally considered to be non-personally identifiable information because it is not used to locate an IP address is dynamic (changing each time you connect to the Internet); rather than stable data unique to a particular user’s computer. We use your IP address and other passively collected information to diagnose problems with our server services, to detect unauthorized attempts to access or exceed the authorized level of use, and to administer the website. Information determined 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 retaining certain information you have previously provided (e.g., passwords), helping to determine what areas of the website visitors that most valuable, and customizing the website based on your preferences.

ABOUT INTERNET TAGS
“Internet Tags” also known as single-pixel GIFs, clear GIFs, invisible GIFs, and a key towiąz try to track your computer and help our site track your activity. Those are used by the server software “tags” related to the visitor’s computer. We do not use internet tags on this site.

ABOUT LOG FILES
”Nongraphic data” “Tag files,” “server logs,” and “clickstream data” are used as system management tools 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.

If you access content areas of our website without providing us with 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. The information we collect personally identifiable information from you. We will explain at the point of collection how we will use that information and whether we are retaining that information with any third-parties.

We may from time to time provide 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. We will provide such information to a successor entity upon a merger, consolidation or other corporate reorganization in which we participate 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 will make 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 us via this site may not be secure, and you should therefore never send sensitive data in an email. However, you use passwords, IDs, 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 these websites. We encourage you to read the privacy policy of any 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. If you wish to correct any information provided to us or “opt out” of future communications from us, please contact us as follows:

Puma Biotechnology, Inc.
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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 25, 2012.