

# Privacy Policy

## HOW WE PROTECT YOUR INFORMATION

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information.

We will not sell or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

## VISITORS TO OUR WEBSITES

[www.woodfordmedical.com](http://www.woodfordmedical.com)

When someone visits one of our websites we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out data such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

## EMAIL COMMUNICATIONS – NEWSLETTERS, OFFERS, EVENTS ETC

We use a third-party provider, Constant Contact, to deliver our e-newsletters, educational blogs and promotional communications. We gather statistics around email opening and clicks using industry standard technologies including web beacons to help us monitor and improve our e-newsletter and communications. For more information, please see the Constant Contact privacy notice. <https://www.endurance.com/privacy/privacy> If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

## SECURITY & PERFORMANCE

Woodford Medical Ltd uses a third-party service to help maintain the security and performance of our website.

## PEOPLE WHO CONTACT US VIA SOCIAL MEDIA

If you send us a private or direct message via social media the message will not be shared with any other organisations.

## PEOPLE WHO EMAIL US

We use Transport Layer Security (TLS) to encrypt and protect email traffic. If your email service does not support TLS, you should be aware that any emails we send or receive may not be protected in transit.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

Where enquiries are submitted to us we will only use the information supplied to us to deal with the enquiry and any subsequent issues and to check on the level of service we provide.

## PEOPLE WHO MAKE A COMPLAINT OR TELL US ABOUT AN ADVERSE REACTION

When we receive a complaint or a possible adverse reaction from a person, we make up a file containing the details of the complaint. This normally contains the identity of the complainant and any other individuals involved in the complaint.

We may have to disclose the complainant's identity to relevant third parties. This is inevitable where, for example, the accuracy of a person's record is in dispute. If a complainant doesn't want information identifying him or her to be disclosed, we will try to respect that. However, it may not be possible to handle a complaint on an anonymous basis.

We will keep personal information contained in complaint files in line with our retention policy. It will be retained in a secure environment and access to it will be restricted according to the 'need to know' principle.

## **REPORTING A SECURITY BREACH**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information.

We are required by law to report any security breaches involving personal data to the ICO. We use the data collected to record the breach, to make decisions about the action we take, and as relevant in order to carry out those actions. We retain personal information only for as long as necessary to carry out these functions, and in line with our retention schedule. This means that logs and breach reports will be retained for two years from receipt, and longer where this information leads to regulatory action being taken.

## **YOUR RIGHTS**

Under the Data Protection Act 1998, you have rights as an individual which you can exercise in relation to the information we hold about you.

You can read more about these rights online at:

<https://ico.org.uk/for-the-public/is-my-information-being-handled-correctly/>

Your Data - Complaints or Queries

Woodford Medical Ltd tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of data collection and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below.

If you want to make a complaint about the way we have processed your personal information, you can contact us at the address below.

## **ACCESS TO PERSONAL INFORMATION**

Woodford Medical Ltd tries to be as open as it can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a 'Subject Access Request' under the Data Protection Act 1998. If we do hold information about you we will:

- give you a description of it;
- tell you why we are holding it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

To make a request for any personal information we may hold you need to put the request in writing addressing it to our Office Manager Ruth Haldane to the address provided below.

If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone.

If we do hold information about you, you can ask us to correct any mistakes by, once again, contacting Ruth Haldane the Office Manager.

#### **LINKS TO OTHER WEBSITES**

This privacy notice does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

#### **CHANGES TO THIS PRIVACY NOTICE**

We keep our privacy notice under regular review. This privacy notice was last updated on:

24<sup>th</sup> May 2018