

This privacy policy explains in detail the types of personal data we may collect about you and/or your business when you interact with us. It also explains how we'll store and handle that data and keep it safe.

In short, we protect your information, our business depends on it.

We know that there's a lot of information here, but we want you to be fully informed about your rights and the way ABC Medical Services (Reading) Limited uses your data.

We hope the following sections will answer any questions you have but if not, please do get in touch with us.

It's likely that we'll need to update this privacy policy from time to time so it's important that you keep up-to-date with any changes.

Who are we?

We are ABC Medical Services (Reading) Ltd - which we'll refer to as 'the Company' in this document.

For simplicity throughout this policy, 'we' and 'us' means the Company.

For clarity, ABC Medical Services (Reading) Limited is the Company trading name registered in England under number 5722019. Our registered office is 8th Floor, Reading Bridge House, South, George Street, Reading RG1 8LS. We are the Data Controller.

When we can use your information

We collect and use your information in the following situations:

- Where our use of your information is **necessary for us to perform the contract or contracts** that we have with you.
- Where our use of your information is for the purposes of our **legitimate interests**.
- Where we believe it is **necessary to use your information to comply with a legal obligation** to which we are subject.
- Where we have your **consent**. You can find out more about the types of information, and when we collect data later in this policy.

Where we rely on your consent to use your information, you have the right to withdraw that consent at any time. Please see the 'Your choices and rights' section in this policy.

When do we collect your personal data?

Throughout your relationship with us, there will be occasions where we may collect your data. These may include;

- When you visit our website to book a course, courses or purchase goods.
- When you purchase a product or service on the phone or in our office.
- When you contact us by any means with comments, queries or complaints etc.
- When you book any kind of appointment with one of our members of staff.
- When you comment on or review any of our products and services.
- When you fill in any forms in our office or at any event we attend, for example if you were to be involved in an accident.
- When you've given a third party permission to share information they hold about you.

It's also worth bearing in mind that any individual may access personal data related to them, including opinions. If you make a comment or review that includes information about a team member or partner who provided that service, it may be passed on to them, if requested.

What kind of personal data do we collect?

- We will collect your name, invoicing/delivery address, email address, telephone number, VAT registration number (where provided/applicable) and any company registration information.

How is the data we collect protected

We know how much data security matters to all our customers; we will therefore treat your data with the utmost care and take all appropriate steps to protect it.

We secure access to all account and transactional areas of our website using 'https' technology. Access to your personal data is password-protected, and sensitive data is secured by SSL encryption.

We do not store data on credit or debit card payments made via our web sites, by phone or in our office.

How long do we keep personal data

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

For example, when you complete a course or when you place an order we'll generally keep the personal data for a period of 7 years.

At the end of that retention period, your data will be deleted completely.

Who will we share your information with?

We may share your information within the company between staff members as well as trusted third parties. For example;

- Other organisations and service providers including delivery companies and couriers, for fraud management, to handle complaints and so on.
- Our professional advisors and agents including IT support companies who support our websites and other business systems.
- The police, any other law enforcement agency, court, regulator, government authority or other third party where believe this is necessary to comply with a legal or regulatory obligation, or otherwise to protect our legitimate interests. These requests are assessed on a case-by-case basis and take the privacy of our customers into consideration.
- We may, from time to time, expand, reduce or sell the Company and this may involve the transfer of divisions or the whole business to new owners. If this happens, your personal data will, where relevant, be transferred to the new owner or controlling party, under the terms of this privacy policy.

We promise we'll never share your details with anyone else.

Your choices and rights over your data

You have several rights in relation to your information and you can make a number of choices about how we collect and use it. For example, you have the right to request:

- Access to the personal data we hold about you, free of charge.
- The correction of your personal data when incorrect, out of date or incomplete.

- That we stop using your personal data for direct marketing (either through specific channels, or all channels as you prefer).
- That we stop any consent-based processing of your personal data after you withdraw that consent.
- Review by a staff member of any decision made based solely on automatic processing of your data (for example, where no human has yet reviewed the outcome and criteria for the decision).

You have a right to request a copy of any information held about you or your business that the Company holds at any time. To ask for this, please contact **Data Protection, ABC Medical Services (Reading) Ltd.** To ask for your information to be amended, please contact our office.

Just so you know, if we choose not to action your request we will explain to you the full reasons for our refusal.

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this privacy policy. If you have authorised a third party to submit a request on your behalf (for example a solicitor or other agent), we will ask them to prove they have your permission to act.

How can you stop the use of your personal data for direct marketing?

There are a couple of ways you can stop direct marketing communications from us:

- Write to The Director, ABC Medical Services (Reading) Limited, Cutbush Lane East, Shinfield, Reading, Berkshire. RG2 9AE
- Email info@abcmedicalservices.co.uk

Please note that you may continue to receive communications for a short period after changing your preferences while our systems are fully updated.

Contacting the regulator with any concerns

If you feel that your personal data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

Within the UK, you can contact them by calling 0303 123 1113 or visit their website at www.ico.org.uk/concerns.

If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence.