

Direct Medical Privacy Policy

Our Privacy policy explains how we collect, use and protect information about you in the scenarios that are described in section 2 below. By taking any of the actions listed within that section, you agree that we may collect and use your information in the ways described in this privacy policy.

1. Who we are

We are a limited company registered in England and Wales under company number Company Reg No: 3495563 VAT No: 704696422 WL No: 24942. Our offices are at Unit 2 to 4, Blacknest Business Park, Bentley, ALTON, GU34 4PX. We are registered on the Information Commissioner's Office Register of Data Controllers. This registration covers all of our different business divisions.

For details of how to contact us, please refer to the Contact Us page.

2. How we collect information

We will collect information from you if you:

- register to use our website; this will include your name, address, email address and telephone number. We may ask you to provide additional information about your business and preferences on a voluntary basis;
- place an order for products or services on our website, this will include your name (including business name), address, contact details (including telephone number and email address) and your payment details;
- complete online forms (including callback requests), take part in surveys, write posts on any message boards, post any blogs, enter any competitions or prize draws, download information such as white papers or other publications, or participate in any other interactive areas that may appear on our website or which we offer to you from time to time
- provide your contact details to us when registering to use or accessing any product or service we provide (including any Apps we may offer);
- contact us offline for example by telephone, fax, email or post;
- visit or browse our website, this will include information about your website visit or use of our products or services.

3. What we use your information for

We will use your personal information to provide any information on services that you have requested or any products that you have ordered. We may also contact you for feedback on your use of our products, services or our website.

We may use your personal data for internal purposes such as auditing, data analysis, and research to improve our products, services, website, and customer communications.

If you enter into a prize draw or competition or take advantage of a special offer, we may use the information you provide to administer those programmes.

We may also use your information to send important notices, such as communications about purchases and changes to our terms, conditions and policies. Because this information is important and sometimes critical, you may not opt out of receiving these communications.

Marketing

From time to time, we may use your information to contact you with details about our products and services which we feel may be of interest to you.

You have the right at any time to stop us from contacting you for marketing purposes. If you wish not to be contacted by us and/or our 3rd parties' partners, you can send us an email with your request to sales@directmedical.uk.com

4. Sharing your information

We may share your information with:

- our suppliers, business partners and group companies from time to time so they can provide you with any information, products or services that you have requested.
- with third party businesses with whom we are collaborating to provide a service to you, so that this service can be provided.
- third parties which supply services to us or which process information on our behalf (for example, payment providers and website hosts where relevant). These third parties may have incidental access to your information, but we will ensure that they keep your information secure and do not use it for their own purposes.
- another organisation if we sell or buy (or negotiate to sell or buy) any business or assets.
- another organisation to whom we transfer our agreement with you.
- with our funders or potential funders, such as our bank and with our professional advisers who have a reasonable need to see it.

We may pass collective information about the use of our website or our products or services to third parties but this will not include information that can be used to identify you.

We will disclose your information if we are required to by law. We may disclose your information to enforcement authorities if they ask us to, or to a third party in the context of actual or threatened legal proceedings, provided we can do so without breaching data protection laws.

5. Cookies and Traffic Data

Cookies are small text files which are transferred from our website, product or service and stored on your computer's hard drive. They are widely used in order to help websites work, or work more efficiently, as well as to provide general usage information to the owners of the site. We're currently looking into making further improvements to our privacy policy and how cookies are managed on our website, so please check back here for updates.

Read further details about the cookies that we use on our website by following the "cookies" link.

6. Your information

If we hold any information about you which is incorrect or if there are any changes to your details please let us know so that we can keep our records accurate and up to date. If you would like to update your records or see a copy of the information that we hold about you, you can contact us at our offices above.

7. Changes to our privacy policy

We may change our privacy policy from time to time. We will always update the privacy policy on our website, so please try to read it when you visit the website.

8. Security and storage of information

We will keep your information secure by taking appropriate technical and organisational measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage.

Some communications sent over the internet, such as email, may not be secured unless they are encrypted. Although we do our best to monitor and improve how we protect your personal data, we cannot guarantee the security of your data which is transmitted to our website or other products and services via an internet or similar connection and any transmission of data to our site is at your own risk. We do however use secure connections where we feel they are necessary for your protection.

If we have given you (or you have chosen) a password to access certain areas of our website, product or service please keep this password safe - we will not share this password with anyone.

9. Other Sites

If you follow a link from our website, product or service to another site or service, this policy will no longer apply. We are not responsible for the information handling practices of third party sites or services and we encourage you to read the privacy policies appearing on those sites or services.

11. Further Information

If you would like further information about data protection, or if you would like to view the register of Data Controllers, you can visit the Information Commissioner's site at www.ico.gov.uk.

Thank you for visiting our website.