Website privacy notice

1. INTRODUCTION

This privacy notice provides you with details of how we collect and process your personal data through your use of our site www.cheshirecardiology.com

By providing us with your data, you warrant to us that you are over 13 years of age.

Cheshire Cardiology Limited is the data controller and we are responsible for your personal data (referred to as "we", "us" or "our" in this privacy notice).

Our full details are:

Full name of legal entity: **Cheshire Cardiology Limited**

Email address: **admin@cheshirecardiology.com**

Postal address: **The Old School House, Chester Road, Castle, Northwich CW8 1LE**

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at **admin@cheshirecardiology.com**

2. WHAT DATA DO WE COLLECT ABOUT YOU, FOR WHAT PURPOSE AND ON WHAT GROUND WE PROCESS IT

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

- **Identity Data** includes name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers, social media addresses.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.

We process this data for the purposes of communicating with you, for record keeping, to supply the goods and/or services you have purchased and to keep records of such transactions and for the establishment pursuance or defence of legal claims. Our lawful grounds for this processing are our legitimate interests (to reply to communications sent to us, to keep records and to establish, to run our business, to pursue or defend legal claims (e.g. pursuing debts)) and the performance of a contract between you and us and/or taking steps at your request to enter into such a contract. We collect this data from direct interactions with you, from payment service providers and in some cases from publicly available sources such as Companies House and the Electoral Register.

- **User Data** that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back- ups of our website and/or databases and to enable publication and administration of our website, other online services and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business. We may collect this data through direct interactions with you, through analytics providers such as Google and from search information providers such as Google or Microsoft.

Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do, we will notify you at the time.

We will only use your personal data for a purpose it was collected for or a reasonably compatible purpose if necessary. For more information on this please email us at **admin@cheshirecardiology.com**. In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

Special Categories of Personal Data

We do not collect any Special Categories of Personal Data about you other than as set out in the 'CCTV' section below. Special Categories of Personal Data refer to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

We do not carry out automated decision making or any type of automated profiling.

3. CCTV

This section applies to all employees, consultants, self-employed contractors, casual workers, agency workers, volunteers and interns and to anyone visiting our premises[or using our vehicles].

We use CCTV cameras to view and record individuals on and around our premises in order to maintain a safe environment for staff and visitors. The images of individuals recorded by CCTV cameras are personal data which must also be processed in accordance with data protection legislation.

We currently use CCTV around our premises [and vehicles] 24 hours a day and this data is continuously recorded. As far as practically possible, CCTV cameras will not focus on private homes, gardens or other areas of private property.

Our lawful ground for this processing is our legitimate interests, including: to prevent crime and protect buildings and assets from damage, disruption, vandalism and other crime; for the personal safety of staff, visitors and other members of the public and to act as a deterrent against crime; to support law enforcement bodies in the prevention, detection and prosecution of crime; to assist in day-to-day management, including ensuring the health and safety of staff and others; to assist in the effective resolution of disputes which arise in the course of disciplinary or grievance proceedings; and to assist in the defence of any civil litigation, including employment tribunal proceedings. This list is not exhaustive and other purposes may be or become relevant

4. MARKETING COMMUNICATIONS

Under the Privacy and Electronic Communications Regulations, we may send you marketing communications from us if (i) you made a purchase or asked for information from us about our goods or services or (ii) you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since. Under these regulations, if you are a limited company, we may send you marketing emails without your consent. However, you can still opt out of receiving marketing emails from us at any time.

Before we share your personal data with any third party for their own marketing purposes we will get your express consent.

You can ask us or third parties to stop sending you marketing messages by emailing us at **admin@cheshirecardiology.com** at any time.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases, warranty registrations etc.

5. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below:

• Service providers who provide IT, security, and system administration services.

• Professional advisers including lawyers, bankers, auditors and insurers

• Government bodies that require us to report processing activities.

• Police or other law enforcement agencies.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

6. INTERNATIONAL TRANSFERS

We do not transfer your personal data outside the UK.

7. DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, tax, accounting, or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and the applicable legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. YOUR LEGAL RIGHTS

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/

If you wish to exercise any of the rights set out above, please email us at **admin@cheshirecardiology.com**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (*www.ico.org.uk*). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

10. THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

11. COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please email **admin@cheshirecardiology.com.**