

Our Privacy Statement

Any personal information which is processed by Hepburn Bio Care Ltd (the Company) in connection with this Privacy Statement is considered the “data controller” of your personal information under European Union and UK data protection law.

What do we mean by personal information?

Personal information means details which identify, or could be used to identify a living individual, such as name and contact details.

When does this statement apply?

This Privacy statement applies to personal information that we are provided with directly by our clients, or which we collect in the process of execution of a contract which involves other individuals

How can you keep your personal information secure?

We take great care to protect the personal information you provide to us. You can read more about how we do this on Standard Terms and Conditions for the Sale of Goods.

When do we collect personal information about you?

We do not automatically collect personal information about you whenever you use our website. We only retain information you provide to us.

What types of personal information do we collect and retain?

When you use our services, you will need to provide us with your personal contact details and the necessary details of those individual(s) who will be subject matters in execution of the contract.

When and why do we collect ‘sensitive personal data’?

Certain categories of personal information, such as that about race, ethnicity, religion, health, sexuality or biometric information are special categories of data requiring additional protection under European Union and UK data protection law and is referred to here as “sensitive personal data”.

We do not collect, nor require this type of information.

What do we use your personal information for?

The main purposes for which we use your personal information is for:

- communication purposes in fulfilment an order.
- to provide services tailored to your requirements.
- Management and administrative purposes.

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When will we send you marketing?

We may ask if you consent to receiving marketing communications from us.

We will respect your choice as to what communications you wish to receive and how these are sent. You will not receive any communications if you have chosen not to opt in or in the event you have subsequently opted out.

What is our legal basis for using your personal information?

The Company will only process yours or your client's personal information where we have a legal and contractual basis to do so.

Under EU and UK data protection laws in almost all cases the legal basis will be:

- Because we need to use yours information so that we can process an order we have with you.
- Because we need to use your personal information to comply with a legal obligation.
- To protect the vital interests of you or another person.
- Because you have consented to allow us to use your information for a particular purpose.

How long do we keep personal information?

We will keep your information for as long as we need it for the purpose it is being processed for. The information may also be retained so that we can continue to support you.

We will actively review the information we hold and delete it securely, or in some cases anonymise it, when there is no longer a legal or business need for it to be retained. If you stop interacting with us as a client, we will securely delete or anonymise your information after 6 years.

Consent

Where you have provided us with personal information this is an indication of consent for us to use the information for the explicit purposes for the execution of the contract.

However, if you withdraw your full consent, in some circumstances, it may mean we will not be able to provide all or parts of the services you have requested from us.

Who do we share your personal information with?

Your personal information or the information you provide to us about your clients may be shared with specialist companies we contract with in the execution of the contract. We will only share essential information with them, so they can assist us in providing services to you. You will not be sent marketing emails from other companies with whom we contract.

We may additionally also share your personal information with:

- Credit reference agencies.
- In response to a valid, legal request from law enforcement agencies or HMRC.
- Third parties, such as law firms and law courts, to enforce or apply any contract with you.

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- Third parties, such as the police and regulatory authorities, to protect our rights, property, or assets.

We do not sell personal information to third parties, and we do not allow third parties we contract with to send you marketing information.

Requesting a copy of your personal information

Under UK data protection law, you may request a copy of any personal data about you held by us. There is no fee for this request.

The request must be in writing and must contain the following:

- Your name and postal address.
- Details of your request.
- A photocopy of your passport or driving licence, so that we can verify your identity.
- Your signature and the date of the request.
- If you are applying on behalf of another person then signed authority from the individual is required.

What are your legal rights in relation to the personal information we hold about you?

Under data protection law in the UK, you have certain rights in relation to your personal information. Responses to exercise your rights will be provided within one month and generally there is no fee for making these requests.

We will handle all requests in accordance with applicable law. However, depending on the right you wish to exercise, and the nature of the personal information involved, there may be legal reasons why we cannot grant your request.

Your rights include the following:

- You may request us to stop sending you marketing material.
- You may access the personal information we hold on you.
- There are some exceptions to this right, such as information relating to others who have not consented to the disclosure of their information and information which is legally privileged.
- You may ask us to correct your personal information (the 'right of rectification') if that information is inaccurate.
- You may ask for personal information which identifies you to be erased (or forgotten).
- To do this we will remove the information that identifies you from the data we hold in our active systems ("anonymise"). There may be certain legal reasons why we cannot delete certain information.

We hope that we will be able to resolve any concerns or requests you may have.

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In the event you are not satisfied with a response you have a right to complain to the UK's Supervisory Authority for data protection, the Information Commissioner at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

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