

VHK WOMEN'S HEALTH CLINIC – WEBSITE PRIVACY POLICY FOR PATIENTS

This document is designed to help you understand why and how we use your personal data through the use of our website at www.vhkwomenshealth.com. By personal data we mean information that relates to an individual and which can identify or be identified with that individual.

We are VHK Education Ltd (trading as "VHK Women's Health Clinic"), a company with number 11529754. Our registered office is at 59 Bittell Road, Barnt Green, Worcestershire, United Kingdom B45 8LX.

Below, we have tried to provide you with as much information as we can to explain how your personal data may be used. We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you.

If you have any questions about this document or how we handle your personal data, you may contact us by:

- emailing us at contact@vhkwomenshealth.com

WHAT PERSONAL DATA DO WE COLLECT FROM YOU?



We will collect and process the following data about you:

We will collect information about your usage of our website through cookies. Please see our Cookie Policy at www.vhkwomenshealth.com. This may include technical information about the device and internet protocol (IP) address used to connect your computer to the internet. It may also include information about your visit, including the full URL, resources you viewed or searched for, length of visit to certain pages and page interaction information. We collect this information so that we can:

1. tailor and personalise user experience;
2. monitor our website usage to improve its content, layout and performance; and
3. improve our services and products.

Information you submit

We process personal information about you (such as your name, address, email address and telephone number and anything else that you provide to us) when you contact us in order to respond to the enquiry or complaint you are making

Marketing

If you sign up to receive marketing emails or information, we will use your name and email address to send you the material you have requested.

You can unsubscribe at any time by contacting us at the details set out above or clicking the unsubscribe link in the emails that you receive.

HOW IS PROCESSING YOUR PERSONAL DATA LAWFUL?



We are allowed to process your personal data on the basis that it is in our legitimate interests to:

- monitor how our website is used in order to improve it;
- respond to enquiries, complaints and requests in order to serve our customers. We will only use your personal data for this purpose. If you are an existing customer, we may add information about the enquiry, complaint or request to other records we hold about you so we can provide a better customer service; and
- send you material you have requested, using the data you have provided.

Please be aware that you have the right to object to the processing of your data of any of the legitimate interests identified.



WHO WILL HAVE ACCESS TO YOUR PERSONAL DATA?

Like any business, we use service providers to operate our website. Some of these service providers will process your data as part of the services they offer to us.

We may also share from time to time personal data externally with the following categories of recipients:

- the companies that manage our IT infrastructure;
- companies that provide us with cloud based IT systems;
- our external advisers, for instance IT consultants, accountants and lawyers; and
- our regulators, law enforcement, intelligence services and other government authorities, when they require us to do so.

Transfers of your information outside of the United Kingdom

We may need to transfer your personal data to countries outside of the UK in certain circumstances. For example, where our service providers are based in another country.

Any transfer of your data will be carried out in accordance with the law to safeguard your privacy rights and give you remedies in the unlikely event of a security breach or to any other similar approved mechanisms.

How we keep your data secure

We strive to implement appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised



disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data.

WHEN WILL WE DELETE YOUR DATA?

We will not keep your personal data for any longer than we need it for the purpose for which it is used. When it is no longer necessary to keep your personal data, we will delete or anonymise it.

YOUR RIGHTS



As a data subject, you have the following legal rights:

- the right of access to personal data relating to you
- the right to correct any mistakes in your information
- the right to ask us to stop contacting you with direct marketing
- the right to prevent your personal data being processed in some circumstances
- The right to object to processing of your data where processed on the grounds of legitimate interests
- the right to erasure in some circumstances

If you would like to exercise your rights, please contact us at the details set out above.

We will respond to any rights that you exercise within a month of receiving your request, unless the request is particularly complex, in which case we will respond within three months.

Please note that exceptions apply to some of these rights which we will apply in accordance with the law.

Complaints to the regulator

If you do not think that we have processed your data in accordance with this Privacy Notice, you should let us know as soon as possible. You also have the right to complain to the Information Commissioner's Office. Information about how to do this is available on his website at www.ico.org.uk.

Withdrawing Consent

If we are processing your personal data on the basis of your consent, you have the right to withdraw that consent at any time, in which case we will stop that processing unless we have another legal basis on which to continue.

Please be advised that in certain circumstances withdrawal of consent to continue processing your personal data may have further impact on your future access to, or benefit from, our services or part of them.

Changes to this policy

We may change this privacy policy at any time.