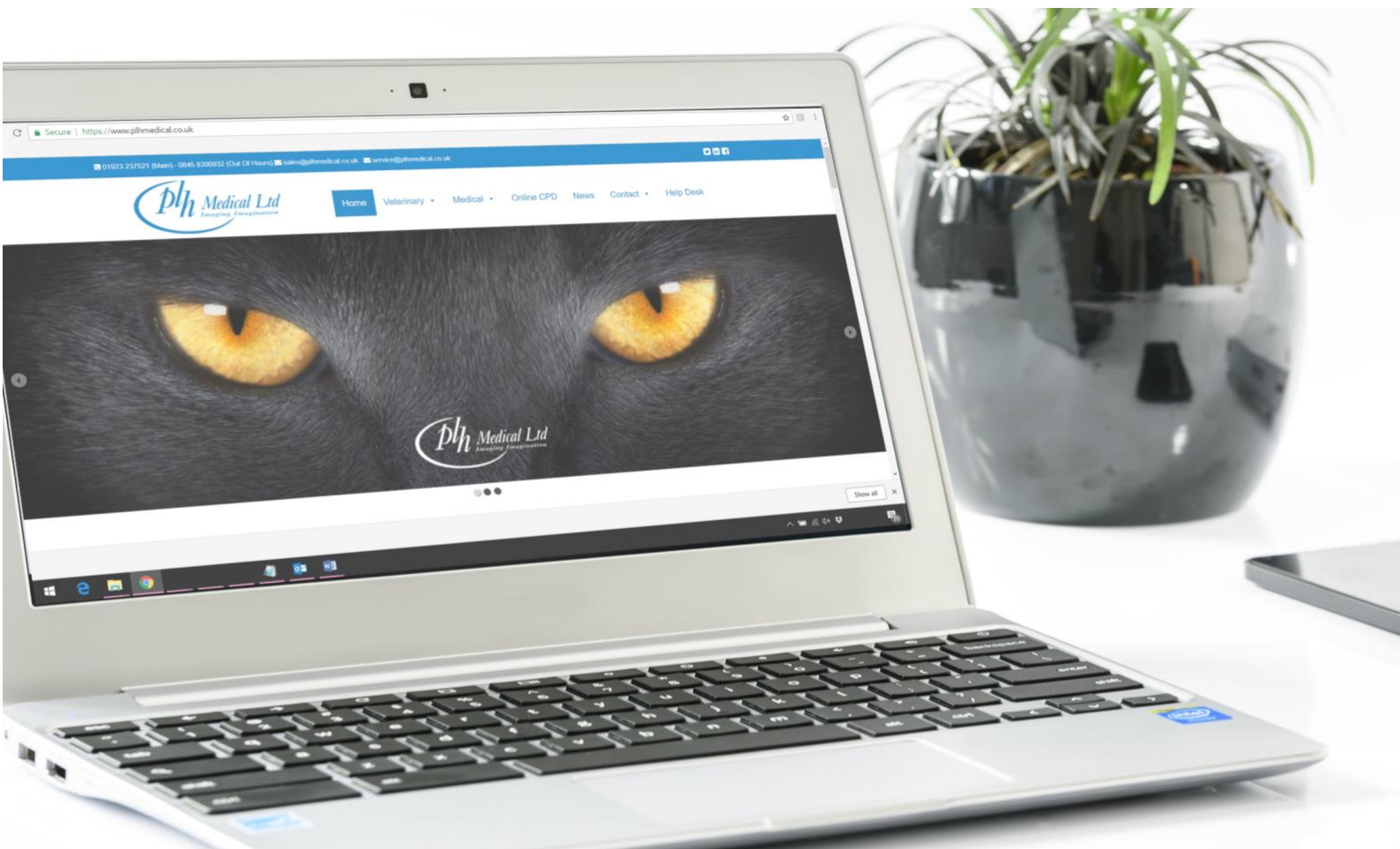


PLH Medical – Privacy Policy

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Who we are

We are PLH Medical Limited, a limited company registered in England and Wales. Our company number is 1317119. This privacy policy applies to all personal data collected by PLH Medical Limited and processed at our registered office:

Unit B, Greycaines House, 21 Greycaine Road, Watford, Herts, WD24 7GP and under contract at the sites of service providers appointed by us. PLH Medical Limited as a Data Controller is committed to protecting the privacy of our customers, we endeavour to comply with the Data Protection Act 1998, EU General Data Protection Regulation (GDPR), the Privacy and Electronic Communications Regulations 2003 and other relevant legislation.

PLH Medical Limited offers a cloud PACS system ‘VetHub’ which stores data through Cimar UK Limited (registered office: Cimar UK Limited, Kemp House, 152 - 160 City Rd, London, EC1V.)

The cloud infrastructure is hosted at a Crown Campus Public Services data centre (UK Cloud).

When we refer to “we”, “us” or “our” in this statement we mean PLH Medical Limited.

How to contact us

For more information on our privacy policy you can email us at privacy@plhmedical.co.uk, call on +44 (0) 1923 237521 or write to us:

PLH Medical Limited
Unit B, Greycaines House
21 Greycaine Road
Watford
Herts
WD24 7GP

How we collect your personal data

We collect personal data in the following ways:

- When you provide your contact details to us when requesting information about our service offerings, either via the telephone, our online enquiry forms or face-to-face.
- When you sign up for our email newsletters and email marketing.
- Via openly available public sources (e.g. LinkedIn, events, conventions or company websites)

The types of data that we collect

We routinely collect personal data which includes:

Type of Data	Purpose
Full Name and/or Job title	Without this we won't know who to send your order to or to direct any relevant correspondence of the service.
Email Address	We may need to send confirmation of your orders via email and will send you informational messages as well as offers which may interest you. We will also use your email to forward complete electronic job sheets for your records.
Postal Address	Without this we won't know where to send your order.
Company Name	To provide accurate billing information to our customers.
Telephone Number	If there are any problems with your order or we need to check anything, we need to be able to contact you quickly.

We do not collect any special categories of personal data, as defined under the GDPR. Our services are not aimed at children.

All information you provide to us is stored on our secure servers. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

For more information on our privacy policy you can email us at privacy@plhmedical.co.uk, call on +44 (0) 1923 237521 or write to us at PLH Medical Limited, Unit B, Greycaines House, 21 Greycaine Road, Watford, Herts, WD24 7GP.

How we use your personal data

We may use your personal data for the following purposes:

Purpose	Lawful basis for processing
To fulfil a query, request for services and/or to administer our services.	For the performance of a contract or agreement.
To maintain records of prospective, current and past clients and our suppliers.	Our Legitimate Interests, which we have balanced with the interests of our clients, suppliers and business contacts.
To track your use of our websites and interaction with our newsletters. (<u>Please also see our cookie policy</u>).	Our Legitimate Interests, which we have balanced with the interests of our clients, suppliers and business contacts.
To send email newsletters and marketing news to you.	Your consent.

In order for us to fulfil our contractual and customer obligations, we are required to collect specific personally identifiable information relating to our customers. There are a couple of legal bases for the processing of such personally identifiable information. If you sign up on our website or one of our landing pages, then personal information is processed on the basis that we have a legitimate interest in doing so.

For marketing communications, if you are an existing customer we use the legitimate interest to provide marketing communications. However, you will always have the option of unsubscribing from these emails. If you are a new customer, you will be required to provide consent by checking an ‘opt in’ box. If you do you will always have the option to unsubscribe to marketing. If you do not you will only receive transactional emails and emails that you are required to be made aware of (e.g. updates to terms, privacy policy etc)

In other cases (for example, receiving employee benefits) we will be processing your personal information using the lawful basis of fulfilling a contract with the third-party benefit provider or the employer.

Legitimate interests of PLH Medical LTD

We have a legitimate interest in further processing the information which is provided by customers at the point of sale for marketing purposes.

We may also use your information for other specific legitimate purposes such as:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have either explicitly consented to or we believe you have a legitimate interest in.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.

- To notify you about changes to our service.

Retention Period

We retain all customer information for 5 years after they last interacted with us. Where there has been a period of 5 years after the end of membership and where there has been no interaction between the organisation and the customer within this time, their information is erased and securely disposed of.

For VetHub customers and users, data is held on VetHub for the time period selected by the veterinary practice (normally 7 years) after which time the data is purged but data can be held for longer periods as specified by the veterinary practice.

Data Breach

A data breach generally refers to the unauthorised access and retrieval of information that may include corporate and personal data. Managing data breaches is important to protect the personal data of our clients and their employees when a data breach occurs. All customers will be notified of a data breach within 72 hours of the breach being reported.

Email newsletters

We invite you to opt-in and give your consent to receive our newsletters. You can unsubscribe at any time from these by clicking on the unsubscribe link on any email you receive from us. Alternatively, you can unsubscribe by emailing privacy@plhmedical.co.uk.

Your rights regarding your personal data

Data protection legislation includes the following rights for individuals which PLH Medical Limited will fully comply with:

- **Access:** You have the right to access the personal data we may hold about you and the purposes for which we are using it. We may ask for proof of your identity. On receipt of such a request we will endeavour to respond to you as soon as possible, at most within one calendar month.
- **Rectification:** You have the right to request that we amend any personal data which is incorrect or requires updating.
- **Erasure:** You have the right to request that we delete any personal information pertaining to you. We will assess any deletion request on a case by case basis and will endeavour to respond to you as soon as possible, at most within one calendar month.

You have the right to withdraw consent from our marketing at any given time. You can exercise the right at any time by contacting us at privacy@plhmedical.co.uk. However, we will still be required to notify you of changes to the privacy policy, terms and conditions and any other legal requirement via email.

If you would like to exercise any of these rights, please email us at privacy@plhmedical.co.uk.

PLH Medical Limited is registered with the Information Commissioners Office (Registration Number: ZA445368). If you want to make a complaint about the way we have processed your personal information, you have the right to lodge a complaint with the supervisory authority. In the United Kingdom this is:

Information Commissioner’s Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

0303 123 1113
casework@ico.org.uk

For more information, please see www.ico.org.uk/concerns

For VetHub users and customers the veterinary practice can access the data they entered at any time subject to the monthly subscription in place. PLH Medical Limited holds no responsibility over what data is stored or the time frame outlined by the veterinary practice.

Where we store your personal data

For PLH Medical Limited customers we store and process your data at Unit B, Greycaines House, 21 Greycaine Road, Watford, Herts, WD24 7GP within the European Economic Area (EEA).

For VetHub users and customers we store and process your data through Cimar UK Limited in UK Cloud within the European Economic Area (EEA).

How we keep your personal data secure

PLH Medical Limited take the protection of your personal data very seriously and we take appropriate steps to ensure your personal data is stored in a secure environment to prevent any unauthorised access.

For VetHub users and customers, please view:

Cimar UK Limited Common Security FAQ.pdf

Cookies

To enable our systems to recognise your device and to provide features to you, we use cookies. For more information about cookies and how we use them, please read our [Cookie Policy](#).

Marketing communications

We regularly send out email communication to keep you up to date with all the latest discounts, offers and news from PLH Medical Limited. If you wish to unsubscribe from these emails you can do so at any time by simply clicking either of the links in the header or footer and you will be removed from all promotional emails. Please note that even if you decide not to subscribe to, or to unsubscribe, from promotional email messages, we may still need to contact you with important transactional information related to your account and your purchases. For example, even if you have unsubscribed from our promotional email messages, we will still send you confirmations of existing services, arranged appointments and legitimate interests.

Sharing of your personal data

We will not share your personal information with any third parties for them to use for their own marketing purposes. We may disclose your personal data if required to do so by law. We do not sell, rent or lease customer lists to third parties.

Links to other websites

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy policy. You should exercise caution and look at the privacy statement applicable to the website in question.

Updates to this statement

We review and update this policy regularly to take account of changes to our processing and regulatory changes. We encourage you to review it from time to time. If we make any significant changes to this policy, we will endeavour to communicate this to you where possible. In the event that you wish to alter your Privacy settings or opt-out, you are able to do this by emailing us at privacy@plhmedical.co.uk.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should either be emailed to privacy@plhmedical.co.uk or addressed to PLH Medical, Unit B, Greycaines House, 21 Greycaine Road, Watford, Herts, WD24 7GP.