

Privacy Statement

This notice explains what information we collect, when we collect it and how we use this. During the course of our activities, we will process personal data (which may be held on paper, electronically, or otherwise) about you and we recognise the need to treat it in an appropriate and lawful manner. The purpose of this notice is to make you aware of how we will handle your information.

Orthotic Biomechanical Solutions Limited (“we” or “us”) take the issue of security and data protection very seriously and strictly adhere to guidelines published in the General Data Protection Regulation (EU) 2016/679 which is applicable from 25 May 2018, together with any domestic laws subsequently enacted.

We are notified as a Data Controller with the Office of the Information Commissioner under registration number ZA094095 and we are the data controller of any personal data that you provide to us.

Our Data Protection Officer is Stephen Osborne who can be contacted on 01226 770134.

Any questions relating to this notice and our privacy practices should be sent to Stephen Osborne.

Scope of our privacy notice

This privacy notice applies to anyone who interacts with us about our products and services (‘you’, ‘your’), in any way (for example, by email, through our website, by phone). We will give you further privacy information if necessary for specific contact methods or in relation to specific products or services.

How we collect personal information

We collect personal information from you and from third parties (anyone acting on your behalf, for example, health-care providers). Please see below for more information.

Where you provide us with information about other people, you must make sure that they have seen a copy of this privacy notice and are comfortable with you giving us their information.

We collect personal information from you:

- through your contact with us, including by phone, by email, through our websites, by post, by filling in application or other forms, or face-to-face (for example, in medical consultations, diagnosis and treatment).

We also collect information from other people and organisations.

We may collect information from:

- your parent or guardian, if you are under 18 years old;
- a family member, or someone else acting on your behalf;
- doctors, other clinicians and health-care professionals, hospitals, clinics and other health-care providers;
- any service providers who work with us in relation to your product or service, if we don't provide it to you direct;
- your employer, if you are covered by a contract for services your employer has taken out or if we are providing occupational health services;
- those paying for the products or services we provide to you, including insurers, rehabilitation companies, solicitors, public-sector commissioners and embassies.

Categories of personal information

We process two categories of personal information about you and (where this applies) your dependants:

- standard personal information (for example, information we use to contact you, identify you or manage our relationship with you); and
- special categories of information (for example, health information)

For more information about these categories of information, see below.

Standard personal information includes:

- contact information, such as your name, address, email address and phone numbers;
- the country you live in, your age, your date of birth, NHS number,
- information about your employment;
- financial details, such as details about your payments;
- Medical insurance policy numbers and authorisation codes.

Special category information includes:

Information about your physical health, including biometric information (we may get this information from application forms you have filled in, from notes and reports about your health and any treatment and care you have received or need, or it may be recorded in details of contact we have had with you or records of medical services you have received);

What we use your personal information for

We process your personal information for the purposes set out in this privacy notice. We have also set out some legal reasons why we may process your personal information (these depend on what category of personal information we are processing). We normally process standard personal information if this is necessary to provide the services set out in a contract, it is in our or a third party's legitimate interests or it is required or allowed by any law that applies. Please see below for more information about this and the reasons why we may need to process special category information.

By law, we must have a lawful reason for processing your personal information. We process standard personal information about you if this is:

Necessary to provide the services set out in a contract – if we have a contract with you, we will process your personal information in order to fulfil that contract (that is, to provide you and your dependants with our products and services);

In our or a third party's legitimate interests – details of those legitimate interests are set out in more detail below;

- Required or allowed by law.
- We process special category information about you because:
 - it is necessary for the purposes of preventive or occupational medicine, to assess whether you are able to work, medical diagnosis, to provide health care or treatment;
 - it is necessary for an insurance purpose;
 - it is necessary to establish, make or defend legal claims (for example, claims against us for insurance);
 - it is necessary for a purpose designed to protect the public against dishonesty, malpractice or other seriously improper behaviour (for example, investigations in response to a safeguarding concern, a complaint or a regulator telling us about an issue);
 - it is in the public interest, in line with any laws that apply;
 - it is information that you have made public; or
 - we have your permission. As is best practice, we will only ask you for permission to process your personal information if there is no other legal reason to process it. If we need to ask for your permission, we will make it clear that this is what we are asking for, and ask you to confirm your choice to give us that permission. If we cannot provide a product or service without your permission, we will make this clear when we ask for your permission. If you later withdraw your permission, we will no longer be able to provide you with a product or service that relies on having your permission.

Legitimate interest

We process your personal information for a number of legitimate interests, including managing all aspects of our relationship with you, for marketing, to help us improve our services and products, and in order to exercise our rights. More detailed information about our legitimate interests is set out below.

Legitimate interest is one of the legal reasons why we may process your personal information. Taking into account your interests, rights and freedoms, legitimate interests which allow us to process your personal information include:

- to manage our relationship with you, our business and third parties who provide products or services for us ;
- to provide health-care services on behalf of a third party (for example, your employer);

- to keep our records up to date and to provide you with marketing as allowed by law;
- to develop and carry out marketing activities and to show you information that is of interest to you, based on our understanding of you;
- for statistical research and analysis so that we can monitor and improve products, services, websites, or develop new ones;
- to exercise our rights, to defend ourselves from claims and to keep to laws and regulations that apply to us and the third parties we work with; and
- to take part in, or be the subject of, any sale, purchase, merger or takeover of all or part of our business.

Marketing and preferences

We may use your personal information to send you marketing by post, by phone, by email and by text.

We can only use your personal information to send you marketing material if we have your permission or a legitimate interest as described above.

You have the right to object to direct marketing. If you don't want to receive emails or texts from us you can tell us by contacting us at any time.

Sharing your information

We sometimes need to share your information with other people or organisations for the purposes set out in this privacy notice.

We share your information with:

- doctors, clinicians and other health-care professionals, hospitals, clinics and other health-care providers;
- suppliers who help deliver products or services on our behalf;
- Private medical insurance companies who are paying for your treatment
- people or organisations we have to, or are allowed to, share your personal information with by law (for example, for fraud-prevention or safeguarding purposes, including with the Care Quality Commission);
- the police and other law-enforcement agencies to help them perform their duties, or with others if we have to do this by law or under a court order;
- your employer (or a their broker or agent) if your employer is paying for the services we are providing;
- other third parties we work with to provide our products and services, such as agents working on our behalf, insurers and reinsurers, actuaries, auditors, solicitors, translators and interpreters, tax advisers, debt-collection agencies, credit-reference agencies, fraud-detection agencies (including health-insurance counter-fraud groups), regulators, data-protection supervisory authorities, health-care professionals, health-care providers and medical-assistance providers; and
- organisations who provide your treatment and other benefits, including travel-assistance services.

- those paying for the products or services we provide to you, including insurers, public-sector commissioners and embassies;
- government authorities and agencies, including the Health Protection Agency (for infectious diseases such as TB and meningitis).

If we share your personal information, we will make sure appropriate protection is in place to protect your personal information in line with data-protection laws.

Transfer data outside the EEA

Your information will only be stored within the UK.

How long we keep personal information

We keep your personal information in line with set periods calculated using the following criteria.

- How long you have been a customer with us, the types of products or services you have with us, and when you will stop being our customer.
- How long it is reasonable to keep records to show we have met the obligations we have to you and by law.
- Any periods for keeping information which are set by law or recommended by regulators, professional bodies or associations.
- Any relevant proceedings that apply.

Your rights

You have the right to access your information and to ask us to correct any mistakes and delete and restrict the use of your information. You also have the right to object to us using your information, to ask us to transfer information you have provided, to withdraw permission you have given us to use your information. For more information, see below.

You have the following rights (certain exceptions apply).

- Right of access: the right to make a written request for details of your personal information and a copy of that personal information
- Right to rectification: the right to have inaccurate information about you corrected or removed
- Right to erasure ('right to be forgotten'): the right to have certain personal information about you erased
- Right to restriction of processing: the right to request that your personal information is only used for restricted purposes
- Right to object: the right to object to processing of your personal information in cases where our processing is based on the performance of a task carried out in the public interest or we have let you know the processing is necessary for our or a third party's legitimate interests. You can object to our use of your information for profiling purposes where it is in relation to direct marketing
- Right to data portability: the right to ask for the personal information you have made available to us to be transferred to you or a third party in machine-readable formats

- Right to withdraw consent: the right to withdraw any consent you have previously given us to handle your personal information. If you withdraw your consent, this will not affect the lawfulness of our use of your personal information prior to the withdrawal of your consent and we will let you know if we will no longer be able to provide you your chosen product or service

Please note: Other than your right to object to the use of your data for direct marketing (and profiling to the extent used for the purposes of direct marketing), your rights are not absolute: they do not always apply in all cases and we will let you know in our correspondence with you how we will be able to comply with your request.

If you make a request, we will ask you to confirm your identity if we need to, and to provide information that helps us to understand your request better. If we do not meet your request, we will explain why.

In order to exercise your rights please contact pa001.obs@googlemail.com.

Data Protection contacts

If you have any questions, comments, complaints or suggestions in relation to this notice, or any other concerns about the way in which we process information about you, please contact our Data Protection Officer at stephen.osborne.obs@googlemail.com.

You also have a right to make a complaint to your local privacy supervisory authority. Our establishment is in the UK, where the local supervisory authority is the Information Commissioner:

Information Commissioner's Office

Wycliffe House, Water Lane

Wilmslow, Cheshire, SK9 5AF

Telephone: 0303 123 1113

Email: casework@ico.org.uk

You can also lodge a complaint with another supervisory authority which is based in the country or territory where;

you are living,

you work, or

the alleged infringement took place.

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