
PRIVACY & COOKIES POLICY

1. Background

Chalice Medical Ltd (“We/Us/Our”) understands that your privacy is important to you and that you care about how your information is used and shared online. We are committed to protecting and respecting your privacy.

This Privacy and Cookie Policy (“Policy”), together with Our Terms and Conditions of Use [<https://goo.gl/4attf1>] sets out the basis on which any personal data We collect from you, or you provide to Us, will be processed by Us. Please read this Policy carefully and ensure that you understand it. Your acceptance of Our Policy is deemed to occur upon your first use of Our website <http://www.chalicedmedical.com> (“Our Site”), or when you contact us by telephone, email, or in writing. If you do not accept and agree with this Policy, you must stop using Our Site immediately and/or not provide your consent as described in clause 8.1 .

For the purposes of the Data Protection Act 1998, “Data Controller” means Chalice Medical Ltd (company number 3625972) whose registered office is at Newtons Accountants, 470 Hucknall Road, Nottingham, NG51FX and whose main trading address is at Unit 1 Drayton Court, Manton Wood Enterprise Park, Worksop, Nottinghamshire S80 2RS.

2. Information we collect from you

We may collect and process the following data about you:

2.1 Information you provide to Us including:

2.1.1 the information you provide to Us by completing forms on Our Site, or by corresponding with Us by telephone, email or otherwise. It includes information you provide when you register to use Our Site, subscribe to Our service, search for a product, when you report a problem with Our Site; or when you place an order with Us; and

2.1.2 your name, address, email address, phone number and financial and credit card information.

2.2 Information We collect about you:

2.2.1 With regard to each of your visits to Our Site We will automatically collect the following information:

2.2.1.1 technical information including the internet protocol (“IP”) address used to connect your computer to the internet, browser type setting and time zone setting; and

2.2.1.2 in relation to your visit, the pages you visit on Our Site and the products you search for and view, page response times, length of visits to pages, page interaction information such as number of mouse clicks, methods to browse away from the page, and the phone number used to call Our customer service number.

2.2.2 With regard to information contained in emails, orders or in other written correspondence, your name, address, email address, phone number and financial information.

2.3 Information We receive from other sources:

This is information We receive about you if you use any of the other websites We operate or other services We provide. We work closely with third parties (including for example, business partners, sub-contractors in technical, payment and delivery services, credit reference agencies and advertising agencies). We will notify you when We receive information about you from them and the purposes for which We intend to use that information.

3. Use of Cookies

Our Site uses Cookies (a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site) to distinguish you from other users of Our Site. This helps Us to provide you with a good experience when you browse Our Site and also allows Us to improve Our Site. Such information will not identify you personally, it is statistical data about Our visitors and their use of Our Site. It is used by Us to analyze how visitors interact with Our Site so that We can continue to develop and improve Our Site. We may gather information about you and your general internet use by using a Cookie file that is downloaded to your computer. Where used, these Cookies are downloaded to your computer automatically. The Cookie file is stored on the hard drive. All computers have the ability to decline Cookies. This can be done by activating the setting on your browser which enables you to decline the Cookies. Please note that should you choose to decline Cookies, you may be unable to access particular areas of Our Site.

4. Use of your information

The information that We collect and store relating to you is primarily used to enable Us to provide our services to you. In addition, we may use the information for the following purposes:

4.1 Information you provide to Us:

- 4.1.1 to notify you about changes to Our Site, products and services;
- 4.1.2 to ensure the content on Our Site is presented to you in the most effective manner for you and for your computer;
- 4.1.3 to carry out Our obligations arising from any contracts entered into between you and Us and to provide you with information, products and services that you request from Us;
- 4.1.4 if you are an existing customer, We may contact you by post or email with information about goods and services similar to those which were the subject of a previous sale to you or which you have enquired about;
- 4.1.5 subject to clause 8.1, We may use your data so that you can be provided with information about goods and services which We consider may be of interest to you and provided you have given your consent, We may permit selected third parties to do the same. We (or they) may contact you about such goods and services by any of the methods that you consented to at the time your information was collected or at the time your consent was provided; or
- 4.1.6 if you are a new customer and if We permit selected third parties to use your data, We (or they) will contact you by electronic means only if you have consented to this (consent can be provided by checking the box on the relevant order form or other document or email where we collected your data).

4.2 Information We collect about you. We will use this information:

- 4.2.1 to administer Our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- 4.2.2 to improve Our Site to ensure its content is presented in the most effective manner for you and your computer;
- 4.2.3 as part of our efforts to keep Our Site safe and secure;
- 4.2.4 to measure or understand the effectiveness of advertising We serve to you and others, and to deliver relevant advertising to you;
- 4.2.5 to make suggestions and recommendations to you and other users of Our Site about goods or services that may interest you or them;

4.2.6 if you are an existing customer, to provide you with information about goods and services similar to those which were the subject of a previous sale to you or which you have enquired about; and

4.2.7 subject to clause 8.1, to provide you with information about goods and services which We consider may be of interest to you and provided you have given your consent, We may permit selected third parties to do the same. We (or they) may contact you about such goods and services by any of the methods that you consented to at the time your information was collected or at the time your consent was provided.

4.3 **Information We receive from other sources:**

We will combine this information with information you give to Us and information We collect about you. We will use this information and the combined information for the purposes set out above.

5. **Storing your personal data**

5.1 We may transfer data that we collect from you to locations outside of the European Economic Area ("EEA") for processing and storing. In addition, it may be processed by staff operating outside the EEA who work for Us or for one of Our suppliers. For example, such staff may be engaged in the processing and concluding of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all reasonable steps to make sure that your data is treated securely and in agreement with this Policy.

5.2 Data that is provided to Us is stored on our servers. Details relating to any transactions entered into via Our Site will be encrypted to ensure its safety.

5.3 The transmission of information via the internet is not completely secure and therefore We cannot guarantee the security of data sent to Us electronically and the transmission of such data is entirely at your own risk. Where We have given you (or where you have chosen) a password so that you can access certain areas of Our Site, you are responsible for keeping this password confidential.

6. **Disclosing your information**

We may also disclose your personal information to third parties (i) where We sell any or all of Our business and/or Our assets to a third party; (ii) where We are legally required to disclose Your information; or (iii) to assist fraud protection and minimize credit risk.

7. **Third party links**

You might find links to third party websites on Our Site. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

8. **Access to information and your rights**

8.1 We will only send you marketing communications or disclose your information to a third party for the purpose of sending you marketing communications if you expressly opt in to this. You can opt in by checking the relevant box on the order form or other document from which We collect your data. You have the right to ask Us not to process your personal data for marketing purposes at any time and you can exercise this right by providing written notice to Us using the contact details below.

8.2 The Data Protection Act 1998 gives you the right to access the information that We hold about you. Please note that any demand for access may be subject to payment of a fee of £10 which covers Our costs in providing you with the information requested. Should you wish to receive details that We hold about you please contact us using the contact details below.

9. Changes to this Policy

Any changes made to this Policy will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to this Policy.

10. Contacting us

We welcome any queries, comments or requests you may have regarding this Policy so please contact us via any of the following methods:

Address: Unit 1 Drayton Court, Manton Wood Enterprise Park, Worksop,
Nottinghamshire, S80 2RS, United Kingdom.

Telephone: +44 (0) 1909 470 777

Fax: +44 (0) 1909 470 888

Email: enquiries@chalicemedical.com

shoran@chalicemedical.com (Stephen Horan, Marketing Manager)