

Privacy Policy

Essex X-Ray & Medical Equipment Ltd is aware that the security of your company information is an important concern. The protection of your data is a serious matter to us and we want to be transparent about the data we hold.

This privacy policy outlines the security measures we have in place for data protection, in line with the new EU General Data Protection Regulation (GDPR) enforced from May 25th, 2018.

The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years. This new regulation replaces the existing Data Protection Act (1998).

As part of the process of working to compliance with the new regulations internally we have:

- Reviewed the purposes of our processing activities, and selected the most appropriate lawful basis (or bases) for each activity.
- Checked that the processing is necessary for the relevant purpose, and are satisfied that there is no other reasonable way to achieve that purpose.
- Documented our decision on which lawful basis applies to help us demonstrate compliance.
- Included information about both the purposes of the processing and the lawful basis for the processing in this privacy notice.

Personal Data

We may collect personal information from visitors to our website, including through the use of online forms and every time you e-mail us your details, for example, when you make an enquiry through our website or request certain documents which may require registration. We may collect information from you by telephone or face to face. You may also provide us with the information by email or other written correspondence.

This information may include:

- (a) details you give us via the Site, on application forms or by e-mail during conversations with you on the telephone or face to face with one of your representatives;
- (b) details you give us so that we can provide you with our services and products;
- (c) details we receive from other sources, such as our suppliers, channel partners, marketing organisations and credit reference or fraud detection agencies.

Use of personal information

We process your personal information for the purposes of:

- (a) Providing our services and products to you;
- (b) Dealing with your enquiries and requests;
- (c) Administering orders and accounts;
- (d) Carrying out market research or profiling;
- (e) Recovering debts;
- (f) Providing you with information about products and services (see below);
- (g) To identify you when you contact us;
- (h) To improve and develop our services to you, including our website; and
- (i) As training aides for our employees.

Data retention

We will only retain your personal data for as long as is necessary to fulfil the purposes for which it is collected. When assessing what retention period is appropriate for your personal data, we take into consideration:

- the requirements of our business and the services provided;
- any statutory or legal obligations;
- the purposes for which we originally collected the personal data;
- the lawful grounds on which we based our processing;
- the types of personal data we have collected;
- the amount and categories of your personal data; and
- whether the purpose of the processing could reasonably be fulfilled by other means.

Change of purpose

Where we need to use your personal data for another reason, other than for the purpose for which we collected it, we will only use your personal data where that reason is compatible with the original purpose. Should it be necessary to use your personal data for a new purpose, we will notify you and communicate the legal basis which allows us to do so before starting any new processing.

Data Sharing

We will share your personal data with third parties where we are required by law, where it is necessary to administer the relationship between us or where we have another legitimate interest in doing so.

We will not sell or pass on your personal data to any commercial or charitable organisation.

From time to time, we may contact you by e-mail or telephone about products that we believe may be of interest to you. If you do not wish to receive this information, you may opt-out by sending us an email at sales@essex-x-ray.com, calling us on 01371 875661, writing to us at the following address: Essex X-Ray & Medical Equipment Ltd., Fritch Industrial Estate, Chelmsford Road, Dunmow, Essex, CM6 1XJ England.

We do not wish to receive any sensitive personal information from you, such as any information regarding your medical or health conditions, race or ethnic origin, political opinions, religious or philosophical beliefs or other sensitive information. We shall not intentionally request, collect or process or control any such sensitive information.

Our services are not aimed at children under 18, being predominantly geared towards businesses and commercial users. We shall not intentionally request, collect or process or control any information about a minor under the age of 18.

Third-party Service Providers

“Third parties” includes third-party service providers and other entities within our parent group network. The following activities are carried out by third-party service providers: IT and cloud services, professional advisory services, marketing services and banking services.

All of our third-party service providers are required to take commercially reasonable and appropriate security measures to protect your personal data. We only permit our third-party service providers to process your personal data for specified purposes and in accordance with our instructions.

Consent

We are using the grounds of Legitimate Interest to maintain contact with our existing pre-May 25 2018 CRM database. All new clients will be asked to positively opt-in after this date.

Website visitation tracking

Like most websites, the Essex X-Ray & Medical Equipment Ltd website uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third party data processor.

GA makes use of cookies, details of which can be found on Google's developer guides. Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

Contact forms

Should you choose to contact us using the contact form on our website [Contact Page](#) and/or request to download our technical data, your name, email address and contact telephone number will be saved to this website's database. In addition, the data will be collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP) described above.

Website – IP Addresses and Cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and internal marketing and to report aggregate information to our marketing advertisers.

This is statistical data about our website users' browsing actions and patterns, and does not identify any individual.

Cookies provide information regarding the computer used by a visitor. We may use cookies where appropriate to gather information about your computer to assist us in improving our website.

We may gather information about your general internet use by using the cookie. Where used, these cookies are downloaded to your computer and stored on the computer's hard drive. Such information will not identify you personally. It is statistical data. This statistical data does not identify any personal details whatsoever.

You can adjust the settings on your computer to decline any cookies if you wish by activating the reject cookies setting on your computer.

We will not disclose your information to any other party other than those clearly outlined in this Privacy Policy, unless it is under these specific circumstances:

- In the event that we sell any or all of our business.
- Where we are legally required by law to disclose your personal information.
- To further fraud protection and reduce the risk of fraud.
- Only to businesses owned either fully or partly by Heico Corporation.

Other web sites

Our web site may contain links to other web sites which are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

Where we store your personal information

The information that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff within our parent company operating outside the EEA or one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services.

Data Security

We have put in place commercially reasonable and appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Suppliers

Compliance with the GDPR requires a partnership between the company and our suppliers in their use of applicable services. The company encourages suppliers to independently familiarize themselves with the GDPR. Where applicable the company will review its suppliers for compliance with GDPR

Your Rights

Access & Correction

You have the right to review and amend any personal data stored in our systems. If you believe it may be out of date or incorrect, let us know.

Cancellation

You have the right at any time to withdraw your consent to the use of your personal data in the future. To do so, please send us an email at sales@essex-x-ray.com, calling us on 01371 875661, writing to us at the following address: Essex X-Ray & Medical Equipment Ltd., Fritch industrial Estate, Chelmsford Road, Dunmow, Essex, CM6 1XJ England.

Data Breaches

We will report any unlawful data breach of the Essex X-Ray & Medical Equipment Ltd.'s website database to all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

Contact Details

Please do not hesitate to contact us regarding any matter relating to this Privacy Policy. All concerns should be addressed to Data Protection Officer, Lorraine Coppard.

lcoppard@essex-x-ray.com or +44 (0)1371 875661