

PRIVACY POLICY

WHO ARE WE?

We are Direct Leisure Supplies Limited T/A DLS Medical

Premier House,
Southgate Way,
Orton Southgate,
Peterborough,
PE2 6YG
Phone: 01733 230700
Fax: 01733 230900
Email: info_sales@dlsmedical.co.uk
Web: www.dlsmedical.co.uk

We are the controller and processor of your data. We will use your information as defined in this Privacy Policy.

WHAT DATA DO WE COLLECT?

We do not collect data from third parties.

We only use data given to us by you via phone, email, fax or via our website.

We only collect data needed to provide our customers with the products and services that they require.

This will include:

- Company names
- Employee names
- Business addresses
- Email addresses
- Phone numbers
- Fax numbers

All of which will be provided by the customer/business.

We will collect additional information from customers who apply for and/or obtain credit accounts including:

- Bank account details
- Other financial information such as credit history

If at any time these details change, please contact us to update your information.

Whenever your account is used we will collect transactional information regarding goods purchased, payment method, date and time of purchase.

HOW AND WHY WE USE PERSONAL DATA:

We process your data so that we can provide you with goods and services.

These processes include:

- Managing & maintaining your account
- Any process required to provide you with goods and services, for example ordering, invoicing, crediting, payments and quoting
- Delivery of goods to your premises or to an address provided to us by you
- Considering an application for credit
- Communicating with you about your account, including notification of any changes, price increases and payments
- Analysing of customer ordering patterns and transaction history
- Processing your data in this way is necessary to enable us to fulfil our obligations to you as a supplier.

Your data will only be accessed by approved members of staff who require this data in order to perform the contract or contracts we have with you.

HOW YOUR DATA IS STORED:

We store your data on a secure server. Any printed documentation is kept in our office.

KEEPING YOUR DATA SECURE:

Internet communications are not secure and therefore DLS Plastics does not accept legal responsibility for the security of your data in transit. Any data you send is at your own risk.

We have procedures and security features in place to keep your data secure once we have it, including:

- Antivirus software
- Firewalls
- Use of passwords
- Ensuring that our systems are up to date

WHEN CAN WE USE YOUR INFORMATION?

We collect and use your information in the following circumstances:

- Legal obligation: Where we believe it is necessary to use your information to comply with a legal obligation to which we are subject to.
- Contract: Where our use of your information is necessary for us to perform the contract or contracts we have with you. For example, following up on quotes or enquiries.
- Legitimate interest: Where our use of your information is for our legitimate interests and we have made sure that your information and your rights in relation to that information are protected. We have balanced our legitimate interests with any potential risks to your data protection rights and consider that these are outweighed by the significant benefits of being able to provide and improve our products and services.
- With your consent: When filling in data on our website to request documentation we will ask for your consent to use this data for marketing purposes and on the rare occasion that we pass your data on to a third party, e.g. a distributor.

You have the right to object to the use of your data for marketing purposes. Please contact us using the methods below.

WHAT ABOUT MARKETING?

We would like to contact you from time to time about products and offers that we feel are of interest to you. We feel it is in both our and your legitimate interests as we feel it benefits both parties without compromising your data protection rights.

HOW LONG DO WE KEEP YOUR INFORMATION?

It is a legal requirement that we keep accounting records for a period of 7 years.

We will only keep your information for as long as it is necessary for us to fulfil the purposes that we describe in this policy and fulfil our legal obligations.

All data will be assessed regularly and deleted accordingly.

You have the right to rectify any data that is inaccurate or incomplete. Please contact us using the methods below.

You have the right to request deletion of data that we hold where there is no compelling reason for its continued processing and where the data is no longer necessary for the purpose for which it was originally collected.

WHO WILL WE SHARE YOUR DATA WITH?

We do not share your personal data with third parties except in the following circumstances:

- Where we have to pass on your details to a distributor – we will only do this with your consent.
- Where it is necessary to do so in order to process your order for example with carriers/freight forwarders.
- With any law enforcement agency, court, regulator, government authority or other third party where we believe this is necessary to comply with a legal or regulatory obligation or, otherwise, to protect our rights or the rights of any third party.
- With any third party that purchase, or to which we transfer, all or substantially all of our assets and business. Should such a sale occur, we would use reasonable efforts to try and ensure that the entity to which we transfer your information uses it in manner that is consistent with this policy.

USING OUR WEBSITE:

DLS Medical is a trading name of Direct Leisure Supplies Ltd Reg. Office: Occupation Lane, Gonerby Moor, Grantham, Lincs. NG32. Company No: 1097551 England. VAT Reg. No: 115 2555 94 Page 2 of 3



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Generally you can use our website without providing any personal information. However, when you request literature we ask you to fill in your details.

We use Google Analytics to analyse data about our website including browser, operating system, device, service provider, location. Please see "Use of Cookies" for more information.

Under the GDPR you have the right of access to your information.

If you would like to see a copy of the data that we hold about you, please write to the address below.

USE OF COOKIES ON OUR WEBSITE:

Our website uses cookies. These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies do not collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how our website works. By using our website, you agree that we can place these types of cookies on your device.

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