



PRIVACY NOTICE

This Privacy Notice explains how Red Square Medical use any personal information we collect about you when you use our website, purchase/utilise any Red Square Medical services and communicate with Red Square Medical. This Notice covers the following areas:

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1. Who is responsible for your data

Our Privacy Notice applies to the personal data that Red Square Medical collects and uses.

2. Personal data we collect about you

When using the term “personal data” in our Privacy Notice, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold. Your personal data may include for example your name, your contact details, company, information relating to your training/qualifications or information on how you use our website or you interact with us.

We collect some personal data from you, for example when you order products/services, use our website, use our services or contact us. We may also receive your personal data from our clients (your booking organiser), who provide your details to Red Square Medical to facilitate your attendance or access to our Services.

Categories of data we collect

We may collect and process the following information about you:

- Your name, surname and your contact details (email address, telephone number(s), postal address, Company)
- When you purchase Red Square Medical products or services
- Information about your health, if you have a medical condition that may affect your training (please see section “Sensitive personal data” below for more information)
- The communications you exchange with us (for example, your emails, letters or calls)
- When you contact Red Square Medical or you are contacted by Red Square Medical
- Your posts and messages on social media directed to Red Square Medical
- When you interact with us on social media
- Your feedback
- When you reply to our requests for feedback or participate in our customer surveys

Sensitive personal data

In the course of providing services to you, we may collect information that could reveal your racial or ethnic origin, physical or mental health, religious beliefs or alleged commission or conviction of criminal offences. Such information is considered “sensitive personal data” under the General Data Protection Regulation. We only collect this information where you have given your explicit consent, it is necessary, or you have deliberately made it public. For example, we may collect this information in the following circumstances:

- For your safety, when you have a specific medical condition which may impact on your ability to take part in the training course. You will need to inform us of that and – where required – provide us with a medical certificate.
- If you request special assistance for a training course, this could reveal information about your health. If you inform us about specific dietary requirements you may have, this could potentially indicate that you have specific religious beliefs.
- By providing any sensitive personal data you explicitly agree that we may collect and use it in order to provide our services and in accordance with this Privacy Notice. If you do not allow us to process any sensitive personal data, this may mean we are unable to provide all or parts of the services you have requested from us.

3. How and why we use your personal data

The data will be processed by Red Square Medical staff in accordance with the type of product or service required. Data collected for other reasons detailed above will be only that which is required to meet the purpose and processed by the appropriate person within Red Square Medical. Red Square Medical will not share your information for marketing purposes with any companies outside Red Square Medical. We use your personal data for the following purposes:

- Processing of orders for products and services
 - o Red Square Medical requires personal data for contractual purposes to provide the product or PGDs/ETool – a PGD is a legal document and defined information is required to enable these to be issued and the ETool accessed
- To deliver our training courses
 - o Delegates need to be eligible to attend the training course and are asked to complete an attendance sheet prior to commencement of a face to face course.
 - o Trainers will be supplied with advance details of delegates and check eligibility prior to commencement of training.
 - o Attendance records are returned to Red Square Medical. They are required to ensure correct billing, provide data back to our clients/booking organiser and to provide evidence of delegate training.
- To communicate with you and manage our relationship with you
 - o Occasionally we may need to contact you by email and/or SMS for administrative or operational reasons, for example in order to send you confirmation of your bookings and your payments, to inform you about changes to any training.
 - o We will also use your personal data if we contact you after you have sent us an enquiry, filled in a web-form through our website or contacted us.

o We will use the communications you exchange with us and the feedback you may provide in order to manage our relationship with you as our customer and to improve our services and experiences for customers.

- To personalise and improve your customer experience

- o We may use your personal data in order to tailor our services.

- o We may also collect information on how you use our website, which pages of our website you visit most and what products/services you buy. We may use your information collected from the website to personalise your repeat visits to our website.

- The business purposes for which we will use your information include accounting, billing and audit, credit or other payment card verification, statistical and marketing analysis.

- To comply with our legal obligations.

4. Requesting access and correction to your data

You have a right to request access to the data that we hold about you. If you would like to request a copy of some or all of the data that Red Square Medical holds about you, please email info@redsquaremedical.com. You will then be sent a copy of our Subject Access Request Policy which sets out what we require to deal with your request.

5. Sharing your personal data

Red Square Medical will not share your information for marketing purposes with any other company. We may share some of your personal data with, or obtain your personal data from, the following categories of third parties:

- Suppliers providing services to us in order to help us run our business and improve our services. Red Square Medical will ensure these suppliers comply with high standards of security for the protection of your personal data.

- Clients purchasing our products and/or services on your behalf (booking organisers) e.g. your employer or place of work, LPC, alliance may provide your details to us to enable us to provide this product/service. We may be asked to provide these clients with confirmation of your attendance and successful completion of any training purchased.

- Red Square Medical approved trainers are required to ensure all delegates are eligible to participate in the courses

- We may disclose your personal data when this is required by the law of any jurisdiction to which Red Square Medical may be subject. Through our website we provide links to third party websites, when you link to other websites you should read their own privacy policies/notices. Please be aware that this Privacy Notice does not apply to such websites and Red Square Medical is not responsible for your information that third parties may collect through these websites.

6. Security of your personal data

We are committed to taking appropriate measures to protect your personal data against unauthorised or unlawful processing and against accidental loss, destruction or damage to that personal data. When you provide your personal data through our website this information is transmitted across the internet securely using high-grade encryption.

As described in this Privacy Notice, there are some instances where we need to disclose your personal data to third parties. Where Red Square Medical discloses your personal data to a third party, we require that third party to have appropriate measures in place to protect your personal data; however in some instances we may be compelled by law to disclose your personal data to a third party and have limited control over how it is protected by that party.

The information that you provide to us will be held in our systems, which are located on our premises or those of an appointed third party. We will retain your personal data for as long as we need it in order to fulfil our purposes set out in this Privacy Notice or in order to comply with the law.

7. Cookies

In order to improve our services, to provide you with more relevant content and to analyse how visitors use our website, we use technologies, such as cookies. We will not be able to identify you from the information we collect using these technologies. You can delete cookies if you wish; while certain cookies are necessary for viewing and navigating on our website, most of the features will still be accessible without cookies. For more information on how we use cookies and how you can remove them, please read our Cookie Policy on the website.

8. Updates to our Privacy Notice

We review this Privacy Notice on a regular basis and will publish any new version on the website. This Notice was last updated on 7th May 2018.

9. How to contact us

Please contact us if you have any questions about our Privacy Notice addressed to info@redsquaremedical.com