

By contacting us/visiting our website you agree to accept the practices described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Site.

Southwest Medical Ltd uses information that we collect from our visitors and customers to improve your visit and shopping experience at the Site. We gather the following types of information:

1. Information You Give to Us

We Collect Personal Information that is provided by *Site users*. "Personal Information" includes your name, address, telephone number, credit or debit card information, e-mail address, IP address. Personal Information is collected when you establish an account with us; place an order on the Site, or when you communicate with us through the Site, telephone, e-mail or fax.

Tags

We (or *Service Providers* on our behalf) may collect information from visits to the Site through the use of "Tags." Tags are web page elements which may employ cookie technology that enable us to record data about visits to or transactions made on the Site. This information is sometimes known as "clickstream data." We may use this data to analyze trends and statistics to improve your online experience or our customer service. No Personal Information is collected through the use of Tags on the Site.

Cookies

This website uses the following types of cookies: session cookies, allowing us to "remember" content from page to page (these expire when you leave the website or close the browser); persistent cookies, which define the "Time To Live" and help us to determine your preferences (these will expire after the "Time To Live" period); and third party cookies, cookies from any other domain, such as recommended product and advertising services. Through the use of cookies, we may also collect and analyze the IP address used to connect your computer to the Internet; computer and connection information such as your browser type and version; operating system and platform; purchase history; confirmation when you open e-mail that we send you; and the URLs which lead you to and around the Site including the date and time. You can generally set your browser to reject cookies or to notify you when you are sent a cookie. Software is also available from third parties which will allow you to visit the Site without providing this information. You are welcome to use the Site if you use such software but we will not be able to offer you our personalized services and we will be unable to accept any online orders from you.

List of the different types of cookies used by Southwest Medical Ltd.

Cookie Type	Cookie Name	Description	Purpose
Session	SESS...	Session ID	Used to determine whether you are logged in as an account customer or not. This cookie expires when you close your browser session.
Session	SPNETX6SW	Shopping Cart	This contains information about any items you have placed in your shopping cart and expires when you close your browser session. Without this cookie you will be unable to place orders.
Third Party	_utma	Google Analytics	The _utma cookie provides each unique browser that visits a page on our site a unique ID so that subsequent visits via the same browser are recorded as belonging to the same (unique) visitor.
	_utmb		_utmb and _utmc cookies are used to establish a session with our webserver. They serve to ensure that your session is recorded between page visits so that we can obtain a clearer picture of how you use our website. We can analyse this data to improve the layout / navigation of our website.
	_utmc		
	_utmz		The _utmz cookie lets us know if you have reached our website via a search engine (i.e. if you reached us by typing Southwest Medical in a Google search). This is known as search engine referral and this cookie tracks and reports on that information.
Third Party	googtrans	Google Translate	The googtrans cookie stores your language choice so that it can be remembered on every page so that you don't have to keep selecting a language for every page you visit. This cookie is deleted when you close your browser session.

For further information on cookies, please visit: allaboutcookies.org/

Orders

If you place an order through the Site, you will be required to provide contact, billing, and payment information.

2. Use of Information Collected By Us

We use this information in an effort to improve your experience on the Site, to provide services to you and to communicate with you about information that you request.

3. Sharing of Information with Third Parties

We will **not** rent, sell or otherwise disclose your Personal Information to unrelated third parties without your consent.

Service Providers

We may employ other companies or individuals to provide certain services to or on behalf of us such as analyzing customer lists and data, or performing marketing or consulting services. These third parties ("*Service Providers*") will only have access to the information needed to perform these limited functions on our behalf and are required to provide your Personal Information with at least the same level of protection and security as we use on the Site. Such *Service Providers* are prohibited from using your Personal Information for any purpose other than that for which such party was engaged by us and/or as stated in this Privacy Policy. Any *Service Providers* that use data received from us may only do so in accordance with this Privacy Policy.

Credit Card Companies

If you place an order through the Site, the Personal Information you provide is transmitted to your credit card company to verify and authorize your purchase.

Third Party Partners

From time to time we might establish a business relationship with other third parties whom we believe are trustworthy. In such cases we might exchange, share and/or cross-reference information, including your name and postal mailing address, telephone number(s) and e-mail addresses that will enable such third parties to contact you regarding similar products and services that may be of interest to you. We would not do this without your consent.

Courier Partners

If you make a purchase through the Site, your name, telephone number and shipping information must be provided to third party shippers to deliver your purchase. There also may be instances in which we drop-ship orders directly to you from one of our manufacturers or suppliers. These drop-shippers are only given your name, postal address, and telephone number for the sole purpose of fulfilling your order.

Third Party Transaction-Level Data

If you visit the Site from a third-party website the third-party website may be able to access select information from your individual transaction information. In order to track and credit your transaction the third-party website may give you a unique code, cookie or graphic which will uniquely identify you. This will only happen if you link directly from a third party website to the Site. Any transactions made at the Site while such a code is active may be reported back to the third party website. We will only report non-Personal Information to these websites such as the date of the transaction, the product(s) purchased and the amount spent. We will not report any information to these third party websites that will allow them to personally identify you. The presence of a third party navigation bar at the top of any page on the Site is an indication that the third party website may be able to see your activity on the Site.

We also use third-party services (such as Google Analytics) to collect aggregate information about the visitors to our website. These third-party services use cookies to provide us with **non**-personally identifiable information about your visit to this website (e.g. the number visits, location from which you visited this website and the number of pages you visited on this website). We use this information to improve the presentation and content of this website. Please note that any data that is collected by these third-party services outside of www.southwestmedical.co.uk will not be governed by this privacy policy, but by the privacy policies of the respective third party.

Links to Third Party Sites

The Site may contain links to third party websites. *Southwest Medical Ltd* is not responsible or liable for the privacy practices or content found on these websites. We recommend that you check the privacy policy of each website you visit. Links to third party websites are provided solely for your convenience and any submission of data to such websites shall be at your sole risk.

Law Enforcement and Protection of Users

To the extent permitted by law, we will disclose Personal Information to government authorities or third parties pursuant to a legal request, subpoena or other legal process. We may also use or disclose your information as permitted by law to perform charge verifications, report or collect debts owed, fight fraud or protect our rights or property as well as those of our affiliates, customers, or its users. You should be aware that, following disclosure to any third party, your Personal Information may be accessible by others to the extent permitted or required by applicable law.

4. Security

We employ 128-bit encryption technology in all areas of the Site which require you to provide your personal or account information, including those areas related to online ordering and contact forms. The Site utilizes industry-standard firewalls and Secure Sockets Layer (SSL) technology to allow for the encryption of potentially sensitive Personal Information, such as your name, address and credit card number.

You should recognize, however, that no computer system is fully secure and that there are inherent risks associated with Internet transactions. To make sure you have the latest security features on your browser, you may want to download the most recent version of your favourite browser, which should have full SSL support.

5. Data Protection

The *EU General Data Protection Regulation ("GDPR")* comes into force across the European Union on 25th May 2018

Southwest Medical Ltd is committed to ensuring the security and protection of the personal information that we process, and to provide a compliant and consistent approach to data protection. We have always had a robust and effective data protection program in place which complies with existing law and abides by the data protection principles. However, we recognise our obligations in updating and expanding this program to meet the demands of the **GDPR**.

Southwest Medical Ltd is a Data Controller, as defined by the Data Protection Act/GDPR. Our **ICO** registration number is Z3227488. Data we hold is maintained in accordance with the Act, and we may contact you from time to time to verify and update this data. *Southwest Medical Ltd* is PCI DSS merchant compliant for payment card industry data security standards (Security Metrics).

6. Subject Access Requests

You have the right to access the data we hold on you. We will supply this data within 30 days of a request being made. To request access to your data please write to us at Southwest Medical Ltd, Unit 6, Douglas Road Industrial Park, Douglas Road, Kingswood, Bristol, BS15 8PD

7. Contact Information

If you have any questions or concerns about this Privacy Policy, please e-mail us at info@southwestmedical.co.uk.

8. Limitations on Liability

IN NO EVENT WILL *SOUTHWEST MEDICAL LTD* OR ITS AFFILIATES, LICENSEES OR ANY PARTY INVOLVED IN CREATING, PRODUCING OR DELIVERING THE SITE OR ITS PRODUCTS OR SERVICES BE LIABLE IN ANY MANNER WHATSOEVER FOR ANY INCIDENTAL, CONSEQUENTIAL, INDIRECT, SPECIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS, USE OR INABILITY TO USE THE SITE, OR IN CONNECTION WITH ANY FAILURE OR PERFORMANCE, ERROR, OMISSION, INTERRUPTION, DEFECT, DELAY IN OPERATION OR TRANSMISSION, COMPUTER VIRUS OR LINE OR SYSTEM FAILURE (INCLUDING LOSS OF PROFITS, LOSS OF BUSINESS OR DATA, BUSINESS INTERRUPTION, AND DAMAGES THAT RESULT FROM INACCURACY OF THE INFORMATION OR INCONVENIENCE, DELAY, OR LOSS OF THE USE OF THE SITE). THE FOREGOING LIMITATIONS APPLY WHETHER THE ALLEGED LIABILITY IS BASED ON CONTRACT, TORT, NEGLIGENCE, STRICT LIABILITY OR ANY OTHER BASIS, EVEN IF *SOUTHWEST MEDICAL LTD* OR ITS AFFILIATES OR ANY OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.