

# Sang Medicine Ltd - Privacy Policy

We are committed to safeguarding the privacy of visitors to our websites, and users of our apps; this policy sets out how we will treat your personal information.

## Who are we?

1. Sang Medicine Limited ('We', 'Us', or 'Our'), registered with company number 12231115.
2. This policy applies to the following sites and apps:
  1. www.sangmedicine.com
  2. www.practical-haemostasis.com
  3. Embolus iOS app
  4. www.practical-haematology.com
3. Sang Medicine Limited processes Personal Data both as a Processor and as a Controller as defined in the GDPR.

## What information we collect and why

We may collect and process the following kinds of personal information from you.

### Our websites:

1. *Personal data:*
  - a. This includes your name, email address, phone number, job title and role, and any other information contained within communications should you contact us via the guestbook (if applicable) or by any other means listed on the websites.
  - b. The source of this data is you.
  - c. We collect this data for:
    - i. The purpose of providing our services by answering medical-related queries regarding the content of our sites only.
    - ii. The purpose of improving our sites by processing your feedback.
    - iii. The purpose of marketing and selling relevant sites and apps to you.
  - d. The legal basis for this is consent.

## 2. Usage data:

- a. This includes your IP address and geographical location, browser type, operating system and details about your visit such as referral source, frequency, and pages viewed.
- b. The source of this data is our domain hosting company, 1&1 Ionos Ltd. Their privacy policy is available at: <https://www.ionos.co.uk/terms-gtc/privacy-policy/>.
- c. We collect this data for the purposes of monitoring, improving and optimising our sites and apps.
- d. The legal basis for this is legitimate interest.

## 3. Cookies:

- a. These are used by third party providers. We use Google Analytics. Google's privacy policy is available at: <https://policies.google.com/technologies/partner-sites>.
- b. The source of this data is you and Google.
- c. We use Google Analytics for the purposes of monitoring, improving and optimising our sites.
- d. The legal basis for this is consent.

## Our iOS apps:

### 1. Personal data:

- a. This includes your name, email address, phone number, job title and role, and any other information contained within communications should you contact us by any means listed within the iOS apps.
- b. The source of this data is you.
- c. We collect this data for:
  - i. The purpose of providing our services by answering medical-related queries regarding the content of our apps only.
  - ii. The purpose of improving our apps by processing your feedback.
  - iii. The purpose of marketing and selling relevant sites and apps to you.
- d. The legal basis for this is consent.

### 2. Anonymous usage data

- a. This includes hardware and software information such as device type, memory and iOS version.
- b. The source of this data is you/your device.
- c. We collect this data for the purposes of optimising our apps and diagnosing and fixing software errors (bugs).
- d. The legal basis for this is consent.

## How we store and share your personal information

### Sharing

1. We will not share your personal information with anyone else, except as required by law.

### Storage and Security

1. We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.
2. We will store all the personal information you provide on our secure (password and firewall-protected) email and cloud servers.
3. We will store your personal information for a maximum of 6 months following the last communication between us and you. We will then securely erase this information.
4. You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

### Your rights

1. You have the right to access the personal information we hold about you, to have any errors rectified and to have your information erased. You can do this by sending a request to [admin@sangmedicine.com](mailto:admin@sangmedicine.com).
2. We will fulfil your requests in this regard in a timely fashion.

## Contact

If you have any questions about this privacy policy or our treatment of your personal information, please contact us at [admin@sangmedicine.com](mailto:admin@sangmedicine.com).

## Changes to this policy

We may update this privacy policy from time to time by posting a new version on our websites. You should check this page occasionally to ensure you are happy with any changes. If we decide to change our privacy policy, we will post those changes on this page.

### Summary of changes:

- 10<sup>th</sup> October 2019: Policy first published.
- 2nd December 2019: [www.practical-haematology](http://www.practical-haematology) added.