

## PRIVACY POLICY

### 1. About

This document details the Privacy & Data Protection Policy of the LabLogic Group of Companies including LabLogic Systems, Southern Scientific, Knight Imaging, Care Wise and Bartec Technologies.

This was updated to meet the needs of the forthcoming General Data Protection Regulation (GDPR) which comes into effect 25<sup>th</sup> May 2018.

This document is intended to address the Data Privacy & Protection of our prospect and customer data used for Sales and Marketing activities.

### 2. Our Intent

The LabLogic Group will at all times comply with its obligations under the GDPR as well as any preceding, subsequent or additional data protection obligations.

### 3. The Policy

#### a. Where and how we store your information

We treat your data with respect. Our marketing data is stored in the UK in our CRM database. The data collected is stored on a secure, firewall protected and dedicated server.

#### b. How we use Information

Like all businesses, we hold personal information for marketing purposes. This information is typically harvested from exhibitions, site visits and networking events. We do not use purchased 3rd party mailing lists.

We market to prospects in businesses whom we suspect can benefit from the goods and services we provide. We take our lead on using prospect data from The Information Commissioners Office: <https://ico.org.uk/for-organisations/marketing/the-rules-around-business-to-business-marketing-the-gdpr-and-pecr/>

#### i. Email marketing

Where email marketing is undertaken, all communication has an immediate unsubscribe. We only ever intend to send relevant marketing communications to our previous customers and prospects.

We segment our database to ensure that all of our communications are targeted and customers receive information which they have a legitimate interest in. If we get that wrong, we will amend our records as soon as we become aware; we value your time as much as we value ours.

#### ii. Direct approaches

Our Sales or Marketing team may contact previous customers and prospects from time to time directly from the database.

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#### LabLogic Systems Limited

Paradigm House, 3 Melbourne Avenue, Broomhill, Sheffield, S10 2QJ, UK

+44 (0)114 266 7267 | [solutions@lablogic.com](mailto:solutions@lablogic.com) | [www.lablogic.com](http://www.lablogic.com)

LabLogic Systems Limited trading as LabLogic. Registered in England No. 2062398.

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c. Website

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

i. Cookies

*What are cookies?*

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

*How do we use them?*

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

We also use cookies and similar technologies in our marketing emails. These cookies help us to see if you have opened an email and how you have interacted with it. If you have enabled images, cookies may be set on your computer or mobile device.

Cookies help us provide you with a better website browsing experience, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

*How do I control my cookies?*

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser setting to decline or erase cookies if you prefer.

[Cookie settings in Internet Explorer](#)

[Cookie settings in Firefox](#)

[Cookie settings in Chrome](#)

[Cookie settings in Safari](#)

Doing this may prevent you from taking full advantage of our websites. You should be aware that disabling your cookies means your preferences may be lost, many websites will not work properly or functionality may be lost, therefore we do not recommend turning off cookies.

ii. User agreement

By continuing to use our sites, you agree to the placement of cookies on your device. If you choose not to receive our cookies, we cannot guarantee a full experience with our sites and a loss of functionality is a possibility.

iii. Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you

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provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

d. How data is shared

Data is never shared.

e. Data retention

The LabLogic Group keeps data for a period of seven years upon cessation of Services. We can delete your data upon receipt of a hardcopy letter clearly stating your request.

f. Your rights to access and control your personal data

Customers and prospects have the right to request what data we hold about them. We intend to service these requests for information on 10 working days.

Customers and prospects can control the message they receive from us by immediately unsubscribing from email communications. Any verbal request to cease contact will be immediately actioned.

#### 4. Changes to this policy

We reserve the right to make changes to and amend this policy at any time. If changes are made we will make available to all users, and the latest version of this policy will be on the website.

Our servers are secure and the information you provide to us on our website is encrypted. However we can never guarantee the security of the internet and whilst we strive to protect your personal information, we can not guarantee the security of any data you transmit to us, and this is done entirely at your own risk. We have measures in place to identify any data security breach, and will notify you in line with our legal requirements if we are required to do so.

#### 5. Complaints.

The privacy and security of your data is a priority for us. Should you have cause for complaint we would hope to be able to resolve this for you.

In the first instance you should contact the Data Protection officer who will aim to resolve any issue you have:

Data Protection Officer,  
LabLogic Group Holdings,  
Paradigm House,  
3 Melbourne Avenue,  
Sheffield,  
S10 2QJ

If this does not satisfactorily resolve your issue or complaint you can then write to the Information Commissioners Office;

Wycliffe House,  
Water Lane,  
Wilmslow,  
Cheshire,  
SK9 5AF  
TEL (0303) 123 1113.

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