

## Crawford Healthcare Privacy and Cookies Statement

Your privacy is important to Crawford Healthcare. This privacy statement provides information about the personal information that we collect and use that personal information. In using this website you are deemed to have read and agreed to the following policy.

### Who is responsible for managing your information?

The Data Controller is Crawford Healthcare Ltd (referred to in this policy as “we” or “us”).

We are committed to doing the right thing when it comes to how we collect, use and protect your personal data. That’s why we’ve developed this privacy and cookies policy (“Policy”), which:

- sets out the types of personal data that we collect
- explains how and why we collect and use your personal data
- explains when and why we will share personal data within Crawford and other organisations; and
- explains the rights and choices you have when it comes to your personal data

We ensure that the appropriate technical and contractual measures are in place to provide security of your personal information, guard against unauthorised or unlawful processing of such information and guard against accidental loss, destruction, disclosure or, or damage of it.

This Policy also applies if you contact us or we contact you.

Our website may contain links to other websites operated by other organisations that have their own privacy policies. Please make sure you read the terms and conditions and privacy policy carefully before providing any personal data on a website as we do not accept any responsibility or liability for websites of other organisations.

### Personal information that we collect

**This section tells you what personal data we may collect from you when you use our website and/or online shop and what other personal data we may receive from other sources.**

When you shop with us online or browse our website we may collect:

- Information about your online purchases (for example, what you have bought, when and where you bought it and how you paid for it)
- Information about your online browsing behaviour on our websites
- Information about your computer, including where available your IP address, operating system and browser type, for system administration. This is statistical data about our users’ browsing actions and patterns and does not identify any individual.
- Details of your visits to our site and the resources that you access including but not limited to technical data about your visit such as traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes of otherwise.
- Information that you provide by filling in forms on our website [www.crawfordhealthcare.com](http://www.crawfordhealthcare.com) (“our website”). This includes information provided at the time of registering to use our site, posting material or requesting further services. We may also ask you for information when you report a problem with our site.

## How long will you hold my information for?

Your information is only stored whilst it is required for the relevant purposes or to meet our legal requirements. Where your information is no longer required, we will ensure it is disposed of in a secure manner. Where you request that you receive no further marketing communications from us, we will retain your details on a “suppression list” to ensure that no further marketing communications are sent.

When you contact us or we contact you or you take part in promotions, competitions, surveys or questionnaires about our services, we may collect:

- Personal data you provide about yourself anytime you contact us about our services (for example, your name, contact details), including by phone, email or post or when you speak with us through social media
- Details of the emails and other digital communications we send to you that you open, including any links in them that you click on
- Your feedback and contributions to customer surveys and questionnaires

## How and why we use personal data

### Online Orders

- Process your orders and refunds

**Why do we process your personal data in this way?** We need to process your personal data so that we can manage your order, provide you with the goods you want to buy and help you with any refunds you may ask for.

### Manage and improve our day-to-day operations

- Manage and improve our website

**Why do we process your personal data in this way?** We use cookies and similar technologies on our website to improve your customer experience. Some cookies are necessary so you should not disable these if you want to be able to use all the features of our website. You can disable other cookies but this may affect your customer experience. For more information about cookies and how you can disable them, see the cookies and similar technologies section.

- Help to develop and improve our product range, information technology systems, know-how and the way we communicate with you

**Why do we process your personal data in this way?** We rely on the use of personal data to carry out market research and internal research and development, and to improve our information technology systems (including security) and our product ranges. This allows us to serve you better as a customer.

- Detect and prevent fraud or other crime

**Why do we process your personal data in this way?** It is important for us to monitor how our website and online shop is used to detect and prevent fraud, other crimes and the misuse of services. This helps us to make sure that you can safely use our website and online shop.

## Personalise your Crawford experience

- Use your online browsing behaviour as well as your online purchases to help us better understand you as a customer and provide you with personalised offers.

**Why do we process your personal data in this way?** Looking at your browsing behaviour and purchases allows us to personalise our offers for you. This helps us meet your needs as a customer.

- Provide you with relevant marketing communications (including by email, post or online advertising), relating to our products. As part of this, online advertising may be displayed on other organisations' websites and online media channels. We may also measure the effectiveness of our marketing communications and those of our suppliers and Retail Partners.

**Why do we process your personal data in this way?** We want to ensure that we provide you with marketing communications, including online advertising, that are relevant to your interests. To achieve this we also measure your responses to marketing communications relating to products that we offer, which also means we can offer you products that better meet your needs as a customer. You can change your marketing choices, both when you register with us, and at any time after that. You also have choices when it comes to online advertising. We set out below your choices when it comes to cookies, and how you can control your online behavioural advertising preferences.

## Contact and interact with you

- We may contact you about our products for example by email or post or by responding to social media posts that you have directed at us.

**Why do we process your personal data in this way?** We want to serve you better as a customer so we use personal data to provide clarification or assistance in response to your communications

- Manage promotions and competitions you take part in, including those we run with our suppliers and Retail Partners.

**Why do we process your personal data in this way?** We need to process your personal data so that we can manage the promotions and competitions you choose to enter.

- Invite you to take part in and manage customer surveys, questionnaires and other market research activities carried out by us and by other organisations on our behalf.

**Why do we process your personal data in this way?** We carry out market research to improve our customer service. However, if we contact you about this, you do not have to take part in the activities. If you tell us that you do not want us to contact you for market research, we will respect this choice. This will not affect your ability to use our website or online shop.

## Who do we share this information with?

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Crawford Healthcare Ltd or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply or terms of use and other agreements, or to protect the rights, property, or safety of Crawford Healthcare Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- Where we outsource certain services to our service providers who support our business, including payment services, or webhosting and IT support services, in which case we require such third parties to treat your personal information in accordance with this privacy notice.
- Disclose information about you as required by law, to enforce this Agreement and to preserve our rights.

## Protection of Information

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information that we collect. For example:

- We limit employee access to customer information to those who have a business reason to know this information
- We maintain policies and procedures covering the physical security of workplaces and records.
- We use technological means such as backup files, virus detection software, encryption, firewalls and SSL technology to protect against unauthorised access or alternations to customer data.

Whilst we take appropriate technical and organisational measures to safeguard your personal data, please note that we cannot guarantee the security of any personal data that you transfer over the internet to us.

The personal data that we collect from you is transferred and stored at a destination within the UK. We do not send any personal data outside of the European Economic Area (“EEA”).

We may transfer your personal data and/or sensitive personal data to recipients located outside of the EU or Switzerland, for example, when we store your data on servers that are located at our headquarters in the U.S. In each case, Crawford shall take the necessary measures to ensure that all personal data and/or sensitive personal data transferred to recipients in countries outside of the EU or Switzerland receives an adequate level of protection as required by EU and Swiss data protection law. Crawford has implemented appropriate international data transfer agreements based on the EU Standard Contractual Clauses

## **Marketing and market research**

**This section explains the choices you have when it comes to receiving marketing communications and taking part in market research.**

We will send you relevant offers and news about our products in a number of ways including by email, but only if you have previously agreed to receive these marketing communications. When you register with us we will ask if you would like to receive marketing communications, and you can change your marketing choices online, over the phone or in writing at any time.

## **Cookies and similar technologies**

We use cookies and similar technologies, such as tags and pixels (“Cookies”), to personalise and improve your customer experience as you use our websites and to provide you with relevant online advertising. This section provides more information about Cookies, including how we use them and how you can exercise your choices about our use of Cookies.

### **How we use Cookies**

Cookies are small data files that allow a website to collect and store a range of data on your desktop computer, laptop or mobile device.

Cookies help us to provide important features and functionality on our websites and Mobile Apps, and we use them to improve your customer experience. For example, we use Cookies to do the following:

#### **Improve the way our website works**

Cookies allow us to improve the way our website works so that we can personalise your experience and allow you to use many of their useful features.

For example, we use Cookies so we can remember your preferences and the contents of your shopping basket when you return to our online shop.

#### **Improve the performance of our website**

Cookies can help us to understand how our website is being used, for example, by telling us if you get an error messages as you browse.

These Cookies collect data that is mostly aggregated and anonymous.

#### **Deliver relevant online advertising**

We use Cookies to help us deliver online advertising that we believe is most relevant to you on our website and other organisations’ websites.

Cookies used for this purpose are often placed on our website by other organisations, and always with our permission. These Cookies may collect information about your online behaviour, such as your IP address, the website you arrived from and information about your purchase history or the content of your shopping basket. This means that you may see our adverts on our website and on other organisations’ websites. You may also see adverts for other organisations on our website.

To help us to deliver online advertising that is relevant to you, we may also combine data we collect through Cookies in the browser of your desktop computer or other devices.

Measuring the effectiveness of our marketing communications, including online advertising

Cookies can tell us if you have seen a specific advert, and how long it has been since you have seen it. This information allows us to measure the effectiveness of our online advertising campaigns and control the number of times you are shown an advert.

We also use Cookies to measure the effectiveness of our marketing communications, for example by telling us if you have opened a marketing email that we have sent you

### **Your choices when it comes to Cookies**

You can use your browser settings to accept or reject new Cookies and to delete existing Cookies. You can also set your browser to notify you each time new Cookies are placed on your computer or other device. You can find more detailed information about how you can manage Cookies at the All About Cookies and Your Online Choices websites.

If you choose to disable some or all Cookies, you may not be able to make full use of our Websites. For example, you may not be able to add items to your shopping basket, proceed to checkout, or use any of our products and services that require you to sign in.

Where we display personalised adverts on other organisations' websites, the AdChoices icon will usually be displayed. Clicking on this icon will provide you with specific guidance on how to control your online advertising preferences. More information is available on the YourAdChoices website.

### **Your rights**

**Under the Data Protection Act 1998, you have the right to see the personal data we hold about you. This is called a Subject Access Request.**

If you would like a copy of the personal data we hold about you, please write to:

Director of HR, Crawford Healthcare Ltd, King Edward Court, King Edward Road, Knutsford WA16 0BE

You can also email us at [info@crowfordpharma.com](mailto:info@crowfordpharma.com)

We want to make sure that the personal data we hold about you is accurate and up to date. If any of the details are incorrect, please let us know and we will amend them.

## **How to contact us**

**If you have any questions about how we collect, store and use personal data please contact us**

Post: Director of HR, Crawford Healthcare Ltd, King Edward Court, King Edward Road, Knutsford  
WA16 0BE

Tel: 01565 654920

Email: [info@crowfordpharma.com](mailto:info@crowfordpharma.com)

We reserve the right to change the policy at any time, so please check back regularly to keep informed of updates to this Policy.