



Applied Healthcare Solutions Privacy Notice

Applied Healthcare Solutions provide information technology services that inherently utilise personal information, whether that purely relates to your user login credentials or whether it relates to more detailed content that you have provided.

We provide software applications to our clients who use them to perform business functions that involve their staff or associates, which may include them adding your personal data to the system, for example, they may ask you to log in to our audit platform. This means we are holding your information on behalf of our customer in connection with providing the services they have contracted from us.

We are committed to protecting your privacy and keeping your information safe. We will always be clear about how we obtain your information and what we intend to use it for. We do not sell or share your personal details to third parties for the purpose of marketing. We will only use your information to communicate with you in connection with the purpose for which you provided it, for example in connection with one of our software applications.

To talk to us about the information we hold you can contact us at **privacy@appliedhealthcaresolutions.co.uk** or call us on 01225 667 150.

What information do we collect about you?

In order to maintain our contracts with users of our systems we will usually keep a record of the following information.

- Name
- Contact details
- Organisation details
- Where relevant we may also record key facts about the contract or your organisation e.g. size

How do we collect information about you?

We will collect information in the following ways:

- When you give it to us directly for example when you sign-up to one of our software services.
- When you give it to us indirectly for example, because you agree to your employer adding your details to a software system that they use, which is hosted by us.
- When another organisation shares your information subject to the consent you gave them for example, our system may provide a cross-check to your professional credentials that are held on a publicly accessible trade body website.
- On occasion we may obtain your contact details from public websites where your business role is likely to be responsible for the services we offer.
- Our web applications make use of cookies to improve the user experience. Everywhere this happens we will display a cookie policy and give you options to control the way cookies are used.

Why is your information being collected?

We collect and hold your information in order to manage user access to our software applications.

Within some of our applications we store additional information that you have provided or that an organisation you work for has provided. This may be operational data that an organisation reviews periodically as part of a governance process.

We collect publicly available information about organisations within our business domains to direct our contacts with new customers. We use this information to make a personal call to provide product information or to arrange a meeting to discuss our business services.

How will we use the information about you?

Contract management – where we have a legal basis in connection with an existing contract:

- To manage the contract you have with us
- To contact you as a representative of your organisation to inform you of relevant changes

Marketing - We have a legal basis of legitimate interest in potential customers for our information technology products

Opting out – you can change or stop the way we interact with you by contacting Applied Healthcare Solutions using the information at the beginning of this Privacy Notice.

How do we store information about you securely?

We take our responsibilities to protect your information very seriously. Our Information Governance Guide describes the security measures that we put in place to protect your information that is stored on our systems. This includes physical measures for example fences, locks, CCTV, security guards. We also employ system security measures that include access controls, passwords management and encryption. Furthermore, we do not store any data outside of the European Economic Area.

How long do we keep your information for?

In connection with existing contracts, we only hold your information for as long as it is relevant to a contract we have with you. This time period depends on the contract and the type of data.

When a contract is terminated some data may be retained for an agreed period for regulatory purposes.

Even whilst a contract still exists some data may be periodically deleted because it is no longer required.

We will agree these retention and deletion arrangements with each customer.

How may we disclose information about you?

We may be required by law to disclose your information to the police or to other regulatory bodies.

Where we use service providers, for example, for web hosting, we ensure the very highest standards of information security are adhered to and we make these arrangements explicit in each contract

Other than directly in connection with our service provision under a contract, we do not disclose your information to third parties.

Your access to the information about you (correction or deletion requests)

- You have the right to ask us for a copy of the information we hold about you
- You can ask us to correct your information where it is in error
- You can ask us to delete your data
- You can opt out of receiving information from us in connection with the purpose for which we hold your data

To contact us in connection with the data we hold about you, please send an email to **privacy@appliedhealthcaresolutions.co.uk**

If you choose to opt out of communication from us we will retain a record of your preferences.

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Company Number 7351608

ICO Registration ZA220750

NHS IG Registration 8JQ68