

Privacy Policy - Hypertext Publishing

We at Hypertext Publishing are committed to ensuring that your privacy is protected. We will comply with the General Data Protection Regulation (EU 2016/679) (“**GDPR**”) unless and until the GDPR is no longer directly applicable in the UK, together with any national implementing laws, regulations and secondary legislation as amended or updated from time to time in the UK, and any successor legislation to the GDPR and the DPA (together “**Data Protection Legislation**”). We are the data controller of data you pass to us pursuant to this policy.

This Privacy Policy sets out how we collect personal information from you and how the personal information you provide will be processed by us. By visiting our website at <https://www.hypertextpublishing.co.uk/> you are accepting and consenting to the practices described in this Privacy Policy. If you do not consent, please do not submit any personal data to us.

What information does Hypertext Publishing hold and how will we use it?

Information you give Hypertext Publishing: You may give us information by sending an e-mail via the website. The information you give us may include your name, email address, address/location and phone number.

We will retain this information while we are corresponding with you or providing services to you or to a Patient you represent.

Cookies Policy

Cookies are small text files which a website may put on your computer or mobile device when you first visit a Site or page. The cookie will help the website, or another website, to recognise your device the next time you visit. Web beacons or other similar files can also do the same thing. We use the term “cookies” in this policy to refer to all files that collect information in this way.

We use cookies to be able to offer two languages on our website: German and English.

Use Made of the Information

Hypertext Publishing may use the information we receive and/or collect about you to:

- Fulfil our obligations under any contract we have entered into with you or with a Patient you represent, and to provide you or the relevant Patient with information or services you or the Patient has requested Send you newsletters and marketing information if you have consented to us doing so
- Notify you of products and services we feel may interest you.

Hypertext Publishing processes personal information for certain legitimate business purposes, which include some or all the following:

- Where the processing enables Hypertext Publishing to enhance, modify, personalise or otherwise improve the website, its services or communications
- To identify and prevent fraud
- To enhance the security of Hypertext Publishing's network and information systems
- To administer the website and carry out data analysis, troubleshooting and testing;

Where we are processing personal data we have obtained via the website on the basis of having obtained consent from you, you have the right to withdraw your consent to the processing of your personal data at any time. If you would like to withdraw your consent or prefer not to receive any of the above-mentioned information (or if you only want to receive certain information from us) please let us know by contacting us via the relevant page. Please bear in mind that if you object, this may affect our ability to carry out the tasks above for your benefit.

If you wish to have your information removed from our database or if you do not want us to contact you for marketing purposes, please let us know by clicking the "Unsubscribe" option in any email we send to you and providing the details requested or by contacting us on the relevant page and we will take steps to ensure that this information is deleted as soon as reasonably practicable.

We will not share, sell or distribute any of the information you provide to us (other than as set out in this policy) without your prior consent, unless required to do so by law.

Third Party Sites

Our website may contain links to third party websites, including websites via which you are able to purchase products and services. They are provided for your convenience only and we do not check, endorse, approve or agree with such third-party websites nor the products and/or services offered and sold on them. We have no responsibility for the content, product and/or services of the linked websites. Please ensure that you review all terms and conditions of website use and the Privacy Policy of any such third-party websites before use and before you submit any personal data to those websites.

How Safe is your Information?

Protecting your security and privacy is important to us and we make every effort to secure your information and maintain your confidentiality in accordance with the terms of the Data Protection Legislation. The website is protected by various levels of security technology, which are designed to protect your information from any unauthorised or unlawful access, processing, accidental loss, destruction and damage.

We will do our best to protect your personal data but the transmission of information via the Internet is not completely secure. Any such transmission is therefore at your own risk.

Disclosure of your Information

Please note we may need to disclose your personal information where we:

Need to disclose it to protect our rights, or the safety of our customers or others, including the exchange of information with other organisations and/or governmental bodies for the purposes of fraud protection and credit risk reduction.

Your Rights in Respect of your Data

If any of the information you provide to us via the website changes, please let us know as soon as possible so that we can make the necessary changes to the information we hold for you on our database. If you wish to make any changes to your information, please contact us via the relevant page.

To request that your information is deleted or if you wish to restrict or object to the processing of your information, please contact us via the relevant page.

If you have any complaints about our use of your personal data, please contact us. You also have the right to complain to the relevant supervisory authority in your jurisdiction. In the UK, the supervisory authority is the Information Commissioner's Office. Contact details for the ICO can be found at <https://ico.org.uk/>.

If you have any further queries or comments on our Privacy Policy, please contact us via the relevant page. We also welcome your views about our website and our Privacy Policy