



## Birmingham Orthotic Services

### Privacy Policy

01/01/2024

**This Privacy Notice, also known as a “Fair Processing Notice” explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we’ll store and handle that data and keep it safe.**

Under the UK’s General Data Protection Regulation (GDPR) personal data is defined as: “any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”.

We want you to be fully informed about your rights, and how we use your data.

Birmingham Orthotic Services are a UK based orthotic manufacture, providing products for both the private and NHS sectors.

#### **Why do we collect data?**

We collect data for a number of reasons:

- Website analytics
- For Advertising and marketing communications
- Communication regards business news, product news and events
- Administrative purposes

What Information may we store from you?

- Name
- Company Name



LEADING THE WAY IN ORTHOSES

T: 0121 647 3565 E: [ENQUIRIES@BIRMINGHAMORTHOTICS.CO.UK](mailto:ENQUIRIES@BIRMINGHAMORTHOTICS.CO.UK) W: [WWW.BIRMINGHAMORTHOTICS.CO.UK](http://WWW.BIRMINGHAMORTHOTICS.CO.UK)

Birmingham Orthotic Services, Hastingwood Industrial Park, Erdington, Birmingham B24 9QR



- Invoice and delivery addresses
- VAT number
- Company number
- Contact details, such as email and telephone number
- Purchase history
- Feedback and complaints

### **Cookie Policy**

A cookie is a small file that is placed on your device that enables a server to identify that device and allows us to give you the best service possible. These are commonly used and do not harm your device.

We are always looking to improve user experience and using cookies allow us to analyse using Google Analytics, areas which need to be improved. Information collected from the use of cookies may include your IP address, geographical location, browser type and version, operating system, time visited, pages viewed and how you navigate our website.

### **Who else sees your information?**

Privacy is most important to us and we will never sell or disclose your personal information. The information stored is for use of what is set out within this privacy policy. Other than if required by law, we will not disclose information to a third party without your consent.

### **Social Media**

We use social media to generate interest for our products. Sometimes we will share links that we feel may be of interest for our following. We cannot control how your data is stored by the third parties who we have shared. Please ensure you have reviewed this information with the relevant sites before proceeding with any personal data.

Our websites contain useful links to third parties websites. Birmingham Orthotic Services do not accept any responsibility for the policies and data handling of third parties.



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## Your Rights

Birmingham Orthotic Services fully comply with and are registered under the data protection laws in the UK. We will take all reasonable steps to prevent any attacks to your data.

- You have the right to request copies of the personal information we hold about you.
- You have the right to request to amend any incomplete or factual inaccuracies on the information we hold.
- You have the right to request we delete any personal information we have on record. Please note that there may be circumstances where you ask us to erase your information but we are legally entitled to retain it.
- You have the right to request that we restrict the processing of your information in certain circumstances. Again, there may be circumstances where you ask us to restrict the processing of your information, but we are legally entitled to refuse that request.
- You have the right to withdraw your consent to the use of your information where we are relying on that consent (for example; you can opt out of receiving marketing messages from us). Please note that we may still be entitled to process your information if we have another legitimate reason (other than consent) for doing so.
- You have the right to make a complaint with the Information Commissioner via [www.ico.org.uk](http://www.ico.org.uk) if you think that any of your rights have been infringed by us.

Any data requests for the above must be for legal reasons only and sent via email to [enquires@birminghamorthotics.co.uk](mailto:enquires@birminghamorthotics.co.uk), or in post to:

Birmingham Orthotic Services  
Huntingwood Industrial park  
Wood Lane  
Birmingham  
B24 9QR

We reserve the right to amend this policy at any time. Any changes that apply to this policy will be available on our website from the date of the publication. Please check to see if any changes have been made to this policy on a regular basis.



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