

# Acute Training Solutions

## Privacy and Data Protection Policy

**ACUTE TRAINING SOLUTIONS LTD is committed to protecting the privacy of users.**

Whenever you communicate with us (email, web browsing, phone calls) we may collect information regarding the interaction. The purpose of this is to assist us in making our communications more directed and effective. More information means more efficiency and less disruption to you. Your privacy is a very serious matter to us and we will always take every step possible to ensure your information is held and used safely.

**Please read this policy carefully, and any other documents referred to in this policy, to understand how we collect, use and store your personal information.**

By providing us with your personal information, you consent to the collection and use of any information you provide in accordance with this privacy policy.

We may update this policy without notice to you, so please check it regularly on our website.

If you have any questions, please write to us at: [gdpr@acutetrainingsolutions.co.uk](mailto:gdpr@acutetrainingsolutions.co.uk).

### Why we collect information

We collect information every time you interact with us. The type and quantity of information we collect and how we use it depends on why you are providing it. We may collect two kinds of information from our interactions with you:

- **non-personal** information such as IP address (the location of the computer on the internet), pages visited and files downloaded from our website. This helps us statistically to determine our website traffic, e.g. how many people visit our web pages on a regular basis, which pages are most popular and which pages are not so popular and is used solely for monitoring purposes only. Any statistics gathered are used to develop and ultimately improve our service.
- **personal information** such as name, postal address, telephone number and e-mail address. We collect this information only in connection with specific activities, such as a formal enquiry for training or requesting copies of our literature. The information is needed so that we can fulfil your request. You don't have to disclose any of this information to browse our website, however, if you do choose to withhold requested information (which is at your discretion), please understand that we may not be able to provide you with all of the information you seek.

### Usage of information

Any personal data relating to you will be compiled by us in accordance with current data protection legislation and this Privacy Policy. We will use the information you provide to:

- record any interaction we have with you;
- fulfil literature requests
- provide you with a quotation for training
- provide you with information that we think may be of interest to you, as explained below.

As well as using personal information to answer your direct queries, we may also like to keep you informed about our products, industry news and latest legislation changes related to health and social care, or updates related to our website.

With every correspondence we send out, you will be offered the option to control your contact preferences and given a clear and easy way to opt out. Contact [gdpr@acutetrainingsolutions.co.uk](mailto:gdpr@acutetrainingsolutions.co.uk) if these options are not clear to you or you wish to discuss the process with us. When contacting you by email, you will also have the option to decline to receive further information from us in that manner.

### Who we share your data with

We do not sell or share personal details to third parties for the purposes of marketing.

We will not disclose any of your personal data except in accordance with this policy, or when we have your permission, or

under special circumstances, such as when we believe in good faith that the law requires it or to protect the rights, property and safety of ACUTE TRAINING SOLUTIONS LTD, or others.

This includes disclosing your details if required to the police, regulatory bodies or legal advisors.

## E-Marketing

We use a third-party DMA registered database compiler (Oscar Research) to populate our Sage ACT CRM for the purposes of e-marketing via the Swiftpage platform. The data has been compiled in accordance with all appropriate UK and European privacy and data laws. For more details, please see <http://www.oscar-research.co.uk/info/datatransparency>. To comply with GDPR, we upload a fresh, revised data set from Oscar monthly, ensuring that our data reflects the latest post holder preferences. For more information on Oscar and their GDPR compliance, please visit <http://www.oscar-research.co.uk/OscarandGDPR.pdf>

We have also compiled a LIA (Legitimate Interest Assessment) which is available on request (contact [gdpr@acutetrainingsolutions.co.uk](mailto:gdpr@acutetrainingsolutions.co.uk) for a copy), to ensure that we have a legitimate interest for processing our data.

## E-Learning

We provide e-learning as a licensed reseller/partner, which is a service provided by Psittacus Systems. All online data provided for the purposes of e-learning is handled solely by Psittacus Systems. For more details of their commitment to GDPR and privacy, please see <https://www.psittacus.systems/terms-of-use/>

## How we keep your data safe

We aim to ensure that there are appropriate physical, technical and managerial controls in place to protect your personal details.

Our website may from time to time contain links to third party websites, such as governing bodies associated with a legislation change or best practise update. If you follow a link to any of these websites, please note that these websites will have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Despite all of our precautions however, no data transmission over the internet can be guaranteed to be 100% secure. So, whilst we strive to protect your personal information, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention that you do so at your own risk.

All of data is encrypted and access to our servers are firewall protected. We employ complex password policies to both the VM desktops that we run and also the CRM and finance packages we use. This multi-layer security approach minimises the risk of any data breaches.

Access to the building is via a locked reception with keypad entry and our office is locked at all times when not in use.

Please request a copy of our security protocol for full details of our IT systems.

## Changes to this policy

We may amend or update this policy at any time to take account of any changes to data protection law or other legislation. When further updates to the policy are made they will be posted on this page, but rest assured we won't ever make any other changes to the way we use your data without asking you first.

## Further information

The laws that dictate how your personal information can be used are:

- The Data Protection Act 1998
- The Privacy and Electronic Communications Regulations 2003
- Regulation (EU) 2016/679 (General Data Protection Regulation)

This document was last updated May 2018.