

Privacy Policy Improvement Overview

Policy & Improvement plan 2024-25

COMMITMENT TO protecting your privacy every day

Freeway Medical / Freeway MedTech ("we," "us," or "our") are trading names of Chromis UK Limited. We are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and share your personal data when you visit our website [www.freewaymedical.com.uk & www.freewaymedtech.com] ("our site") or interact with us. It also outlines your privacy rights and how the law protects you.



Providing Transparency in Privacy & Data management

1. Who We Are

- **Company Name:** Chromis UK Limited, trading as Freeway Medical / Freeway MedTech
- **Company Number:** 05658272
- **Operating Address:** Units 14/14a/15 & 16 Colthrop Business Park, Colthrop Lane, Thatcham, Berkshire RG19 4NB
- **Registered Address:** 12a Fleet Business Park, sandy Lane, Church Crookham, Fleet, GU52 8BF
- **Email:** dataprivacy@freewaymedical.co.uk
- **Phone:** +44 (0) 1635 868 191

2. What Data We Collect About You

We may collect, use, store, and transfer different types of personal data about you, which we have grouped as follows:

- **Identity Data:** Includes first name, last name, username, or similar identifier.
- **Contact Data:** Includes email address, postal address, and telephone number.
- **Technical Data:** Includes IP address, browser type and version, time zone setting, browser plug-in types, and other technology on the devices you use to access our site.
- **Usage Data:** Includes information about how you use our website, products, and services.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from us and your communication preferences.

3. How We Collect Your Data

We use different methods to collect data from and about you, including:

- **Direct Interactions:** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email, or otherwise.
- **Automated Technologies or Interactions:** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions, and patterns.
 - We collect this personal data by using cookies and other similar technologies.
- **Third Parties or Publicly Available Sources:** We may receive personal data about you from various third parties and public sources.

4. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- To perform the contract we are about to enter into or have entered into with you.
- To manage our relationship with you, including notifying you about changes to our terms or privacy policy.
- To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting, and hosting of data).
- To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve you.
- To make suggestions and recommendations to you about goods or services that may be of interest to you.

5. Disclosure of Your Personal Data

We may share your personal data with the parties set out below for the purposes stated in section 4:

- Service providers acting as processors who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors, and insurers who provide consultancy, banking, legal, insurance, and accounting services.
- HM Revenue & Customs, regulators, and other authorities based in the United Kingdom who require reporting of processing activities in certain circumstances.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes.

6. International Transfers

We do not transfer your personal data outside the European Economic Area (EEA). If this changes, we will ensure your data is protected by requiring our service providers to comply with GDPR standards.

7. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, accessed in an unauthorized way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know.

8. Data Retention

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

9. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data, including:

- The right to request access to your personal data.
- The right to request correction of your personal data.
- The right to request erasure of your personal data.
- The right to object to processing of your personal data.
- The right to request restriction of processing your personal data.
- The right to request transfer of your personal data.
- The right to withdraw consent.

If you wish to exercise any of these rights, please contact us using the contact details provided in Section 1.

10. Cookies

Our website uses cookies to enhance your browsing experience. You can set your browser to refuse all or some cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookie Policy.

11. Changes to This Privacy Policy

We may update this privacy policy from time to time. Any changes we make will be posted on this page, and where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our privacy policy.

12. Contact Us

If you have any questions about this privacy policy or our privacy practices, please contact us at:

- Email:** enquiries@freewaymedical.co.uk
- Phone:** +44 (0) 1635 868 191
- Address:** Freeway Medical Units 14/14a/15 & 16 Colthrop Business Park, Colthrop Lane, Thatcham, Berkshire RG19 4NB

Signed on behalf of Chromis UK Ltd.

Date: 2nd January 2024

For more information:
info@freewaymedical.co.uk
Freeway Medical Unit 15/16
Colthrop Business Park,
Colthrop Lane, Thatcham
Berkshire
RG19 4NB-United Kingdom
T +44 (0) 1635 868191

Data Protection Registration Certificate

Chromis Uk Limited

12a Fleet Business Park
Sandy Lane
Church Crookham
Fleet
GU52 8BF

Registration reference: ZA472427
Date registered: 05 November 2018
Registration expires: 04 November 2024

Data Protection Officer

Mr Neil Jones



Issued by: Information Commissioner's Office,
Wycliffe House, Water Lane, Wilmslow, Cheshire
SK9 5AF

Telephone: 0303 123 1113
Website: ico.org.uk