



Privacy and Cookies Notice

Axon Radiology is committed to ensuring that privacy is protected and any information given to us by which any individual can be identified will only be used by us in accordance with this privacy notice.

When you use this website or interact with Axon Radiology we are dedicated to protecting the privacy of your personal information and handling it securely in accordance with the Data Protection Act 2018 and the EU-General Data Protection Regulation (GDPR).

By engaging with Axon Radiology and providing any form of personal data to us or by using our services, website or other online or digital platform(s) this is deemed to be accepting or consenting to the practices as described or referred to in this Privacy Notice.

What data do we collect?

We collect information you provide directly to us. For example, we collect information when you fill out a contact form, submit a request for us to contact you or otherwise communicate with us. The types of information we may collect include your name, email address, mobile number and other contact or identifying information you choose to provide. Using Google Analytics, we collect anonymous data from every visitor of the website to monitor traffic and improve the performance of the website. For example, we collect information like web requests, the data sent in response to such requests, the Internet Protocol address, the browser type, the browser language, and a timestamp for the request.

Cookies

We also use various technologies to collect information, and this may include sending cookies to your computer. Cookies are small data files stored on your hard drive or in your device memory that helps us to improve our services and your experience, see which areas and features of our services are popular and count visits. We may also collect information using web beacons (also known as “tracking pixels”). Web beacons are electronic images that may be used in our services or emails and to track count visits or understand usage and campaign effectiveness.

Use of the Data

We process personal data only for the purpose for which they are collected. The purpose is dependent on whether you use only our website, or additionally, our services. If you use



our services, you are required to register, and we collect your personal data. We use this personal data for the provision of the service or the performance of the contract. We may use your personal data for other similar purposes, including marketing and communications, but that will only occur in the case we have your consent or another legal justification for doing so.

We employ industry standard techniques to protect against unauthorised access of data about you that we store, including personal information. We do not share personal information you have provided to us without your consent, unless:

- Doing so is appropriate to carry out your own request
- We believe it's needed to enforce our legal agreements or that is legally required
- We believe it's needed to detect, prevent or address fraud, security or technical issues

Sharing of Data

The information we collect is not traded, sold, leased or rented. Aggregated, anonymised data is periodically transmitted to external services to help us improve the website and service. We may also share site visitor information with the Care Quality Commission for monitoring purposes. We may allow third parties to provide analytics services. These third parties may use cookies, web beacons and other technologies to collect information about your use of the services and other websites, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. We also may use social buttons provided by services like Twitter, YouTube and LinkedIn. Your use of these third-party services is entirely optional. We are not responsible for the privacy policies and/or practices of these third-party services, and you are responsible for reading and understanding those third party services' privacy policies.

What are your data protection rights?

The right to access

You have the right to request copies of your personal data that our company may hold.



The right to rectification

You have the right to request our company correct any information about you that you believe is inaccurate. You also have the right to request our company to complete information you believe is incomplete.

The right to erasure

You have the right to request that we erase your personal data, under certain conditions.

The right to restrict processing

You have the right to request that we restrict the processing of your personal data, under certain circumstances.

The right to object to processing

You have the right to object to us processing your personal data, under certain circumstances.

The right to data portability

You have the right to request that we transfer your personal data that we have collected to another organisation, or directly to you, under certain circumstances.

If you would like to exercise any of these rights, you may make a request via email to dpo@medica.co.uk, by telephone or in writing to our office as detailed at the bottom of this page.

Where it may have been necessary to get your consent to use your personal data, at any moment, you have the right to withdraw that consent. If you withdraw your consent, we will cease using your personal data without affecting the lawfulness of processing based on consent before your withdrawal.

Opt-Out, Communication Preferences

You may modify your communication preferences and/or opt-out from specific communications at any time. Please specify and adjust your preferences.



Security

We take reasonable steps to protect personally identifiable information from loss, misuse, and unauthorised access, disclosure, alteration, or destruction. But, you should keep in mind that no Internet transmission is ever completely secure or error-free. In particular, email sent to or from the Sites may not be secure.

About Children

The website is not intended for people under the age of 18. We do not knowingly collect personally identifiable information via the Website from visitors in this age group.

Changes to the Privacy Policy

We may amend this Privacy Policy from time to time. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used. If we make major changes in the way we collect or use information, we will notify you by posting an announcement on the Website or sending you an email.

Contacting us

If you have any queries or concerns relating to this statement, our Data Protection Officer can be contacted via:

Email: chi-chung.wong@axonradiology.com

Last updated: 03/06/2021